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# manufacturers record

THE NEWSMAGAZINE OF THE INDUSTRIAL SOUTH AND SOUTHWEST

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## Manufacturers record

NEWSMAGAZINE OF SOUTHERN  
SCIENCE AND INDUSTRY—EST. 1882

Volume 126 March 1957 Number 3



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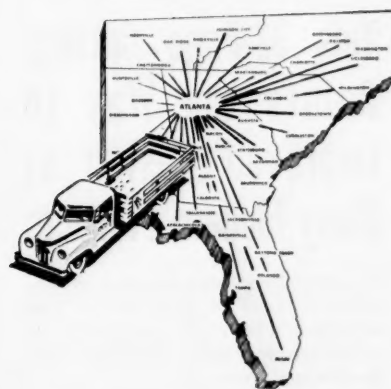
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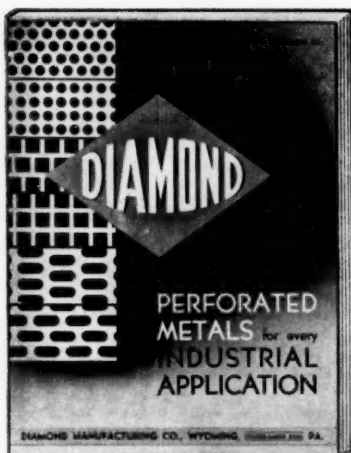
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## LETTERS

**SIRS:** Your January issue of *MANUFACTURERS RECORD* has been received and we were indeed pleasantly surprised to find that we were a part of it.

We here at Texize appreciate very much the nice article and pictures regarding our company. . . . We are very proud of this honor. Please send us twelve copies of this issue at your convenience and forward invoice for same to the above address.

We have received many comments from friends in other cities and states who have seen and read your fine publication, which is always read with a great deal of interest here.

Thank you again for the nice write-up.

W. J. Greer, President  
Texize Chemicals, Inc.  
Box 1820  
Greenville, S. C.

► Copies sent.

**SIRS:** May we have permission to reprint "Big Size for Texize—Greenville Company Marks Ten Years of Rapid Growth" from your January 1957 issue of *MANUFACTURERS RECORD*, page 59? . . .

We will, of course, credit *MANUFACTURERS RECORD* when the item is reprinted.

Sidney L. Wise, Editor  
South Carolina Magazine  
Columbia, S. C.

**SIRS:** We would like to request permission to reprint an article contained in your December, 1956, issue on Mr. Philip Kerrigan. He is a good customer of ours and we felt the article so well written that it would make an interesting reprint for our company magazine. . . .

Troy Oswell  
The Highballer  
Tennessee Central Railroad  
Nashville, Tenn.

**SIRS:** Your January, 1957 issue included many articles of special interest to our company. Please forward 15 additional copies of this issue for distribution within our organization, with the necessary costs to this address.

Paul A. Duke, Regional Manager  
L. B. Foster Company  
795 Peachtree St., N.E.  
Atlanta, Ga.

**SIRS:** On page 23 of your February 1957 issue, you list a number of facilities as being the "Largest in the World" or "Largest in the United States." In this listing is the Aluminum Company of America in Alcoa, Tennessee, which you list as being the largest reduction works in the United States.

Now, we in Kaiser, who know the truth,

are not at all dismayed by this error, but it occurs to me that you may have readers who are not familiar with the truth.

Please, sirs, the largest reduction plant in the United States is our Chalmette plant at New Orleans, Louisiana.

John A. McDorman, District Manager  
Atlanta District Sales Office  
Kaiser Aluminum & Chemical Sales, Inc.

► The listing of plants which appeared in the February issue of *MANUFACTURERS RECORD* was as stated in the story, a listing of the plants which were the largest of their kind in the year 1939.

**SIRS:** Thank you for sending me the marked copy of the February 1957 *MANUFACTURERS RECORD* concerning my recent appointment.

Ben S. Gilmer, President  
Southern Bell Telephone and  
Telegraph Company  
Atlanta, Ga.

**SIRS:** I enjoyed very much the article "Peddlers of Progress" or "State Chambers Do Big Job in Winning New Industries" on page 28 of the February issue of *MANUFACTURERS RECORD*. Louisiana does not have a State Chamber of Commerce and some of us have been very much disturbed about it. An effort is being made at this time to organize a State Chamber.

If it is at all possible and not too expensive, I would like to have some copies of this article, mentioned above, to send to some interested people of Louisiana. I do not know if this is customary, if you make extra copies of an article such as this. Please advise us.

W. W. Durden, Manager  
Ruston Chamber of Commerce  
Ruston, Louisiana

► Six copies sent.

**SIRS:** We have subscribed to the *MANUFACTURERS RECORD* for the past twenty or twenty-five years and have each year received the *Blue Book*. I have been under the impression that each time we renewed the subscription the *Blue Book* was also included.

In your letter you say that by placing an order for the 1957 *Blue Book* now, we will save money, but you do not say how. I would like this matter cleared, especially regarding a charge of \$3.00 for the *Blue Book*. Checking our files I find we have copies of all *Blue Books* up to and including 1955.

I am enclosing two checks each in the sum of three dollars. One is for the 1956 *Blue Book*

## A. B. McClanahan Is New Eastern Manager

A. B. McClanahan has been appointed Eastern Manager of Conway Publications, with headquarters at 295 Madison Ave., New York 17, N. Y. Telephone Lexington 2-1234.

A veteran of more than 30 years in the advertising and publishing field, Mr. McClanahan will cover the New England and Mid-Atlantic states. Mr. McClanahan has been covering this area since 1934 for such organizations as *Sunset Magazine*, *Holland's*, and the John Budd newspaper group. He was graduated from the University of Texas.

Assisting Mr. McClanahan will be Victor

Whitlock and David J. Mann, both headquartered at the Madison Ave. location. Mr. Whitlock is a former advertising director for *Nation's Business*, and was advertising manager for *U. S. News and World Report* for some seven years.

Mr. Mann studied advertising and merchandising at the Columbia School of Business Administration. His 15 years of experience include work on the staff of *Field and Stream*, *Outdoor Life* and *Argosy*. He transferred to New York from Chicago five years ago.



## LETTERS

and one for the 1957 *Blue Book*. I would like to know if the *Blue Book* is not included in the subscription and also what the price is for the advanced order for the *Blue Book* of 1957.

I would also like to know if we are to be bothered each year trying to keep track of the date of the publication of the *Blue Book* in order to keep our files complete. Thanking you for this information and trusting you may locate a copy of the 1956 *Blue Book* to keep our files intact, I am,

Mrs. E. D. Keefer  
E. D. Keefer, M.A.I.  
Miami Beach, Florida

► Prior to 1956, the *Blue Book* was sold separately and at times offered as a subscription premium. Beginning with the 1956 edition, the *Blue Book* is published as the "13th" issue of *MANUFACTURERS RECORD* and subscribers to the *RECORD* automatically receive a copy.

Mrs. Keefer was sent a copy of the 1956 *Blue Book*, with the promise of a 1957 *Blue Book* as soon as they are published, and both checks were returned.

**SIRS:** We have received your letter which advised us that in 1956 you neglected to inform us of your new *Blue Book* edition.

I became aware of the lack of the new book just a few weeks ago and have been forgetting to write to you about it ever since. Thus, your reminder is certainly appreciated. We have already renewed our subscription for *MANUFACTURERS RECORD* but we would like to have a copy of the 1956 and 1957 *Blue Book* Editions. Would you please send

them at your earliest convenience and invoice us the cost.

John H. Patterson  
General Manager  
Reco Tanks, Inc.  
West Columbia, S. C.

► Copies sent.

**SIRS:** Thanks for your recent note and the Conway Publications.

You are certainly accomplishing an outstanding job. . . .

Erle Cocke  
Vice Chairman of Board  
Chairman of Executive Board  
The Fulton National Bank of  
Atlanta, Ga.

**SIRS:** In our initial subscription issue of *MANUFACTURERS RECORD*, I noticed the excellent feature "Books and Reports." I am sending you, under separate cover, a copy of "Human Relations in the Industrial Southeast." This study of the textile industry, by Glenn Gilman, was sponsored by the Textile Education Foundation, Inc.

Your consideration of listing this book in the "Books and Reports" section in a subsequent issue of *MANUFACTURERS RECORD* will be appreciated. This copy is sent with the compliments of the Foundation, and we hope that it will be of interest to you.

O. B. Moore, Jr.  
Assistant Secretary  
Cotton Manufacturers  
of Georgia

► See Editorial this issue.

1907—50th ANNIVERSARY—1957



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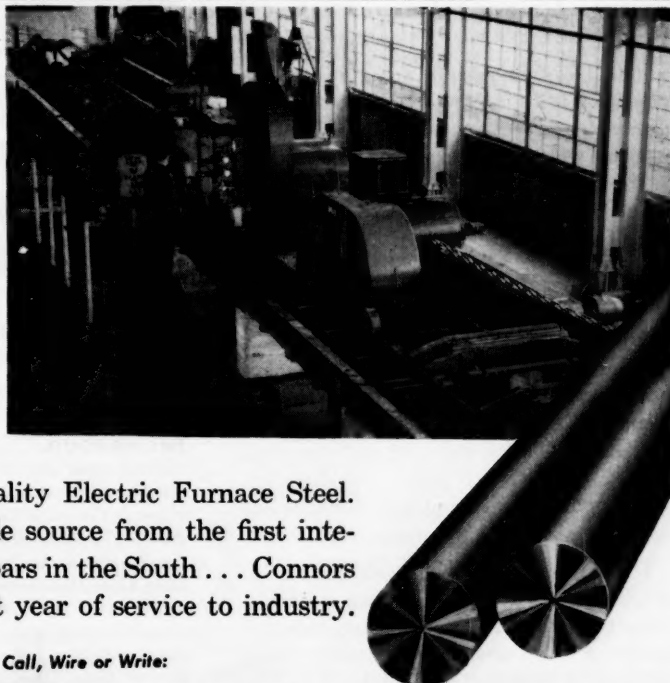
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# Telephone Lines for 1487-mile Pipeline

*Telephone companies provide tailored communications service for natural gas pipeline to Pacific Northwest*

One of the great construction projects of recent years was completed just a few months ago.

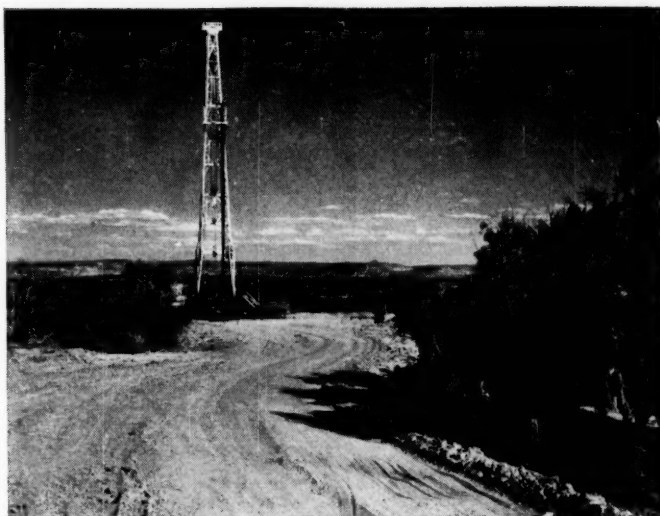
It's the Pacific Northwest Pipeline, popularly known as the "Scenic Inch" because of the rugged, picturesque territory through which it passes.

This 1487-mile pipeline now runs from the producing fields in New Mexico to the Canadian border of Washington by way of Portland, Oregon, and Seattle, Washington. It carries vitally needed fuel to the last sections of the United States that did not have natural gas.

Such a pipeline requires constant supervision and automatic control, and reliable communications are extremely important.

After long study, Fish Northwest Constructors, Inc., acting as agents for Pacific Northwest Pipeline Corporation, selected telephone company facilities based on cost, reliability, availability of alternate routing and experience in specialized service. Voice communication is in use now; telemetering, teletypewriter and other services are in the future.

The furnishing of such private line service by telephone companies has grown rapidly in recent years and offers many opportunities for the future. New services are constantly being developed to meet particular needs.



## DRILLING FOR GAS

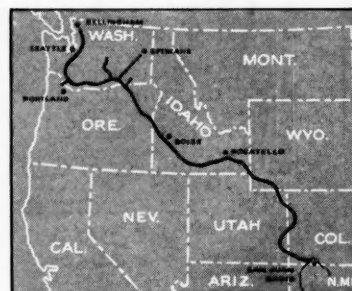
Rotary rig drilling for natural gas in the San Juan basin, New Mexico. This is a major source of supply for the Pacific Northwest Pipeline.



## RUGGED COUNTRY

Fish Northwest Constructors' photograph taken as they were laying the pipeline across the Powder River, near Baker, Oregon, at 15° below.

**PIPELINE ROUTE.** Communication facilities along the route are provided by the Mountain States Telephone & Telegraph Company, the Pacific Telephone and Telegraph Company and the Bell System's Long Lines Department, in co-operation with the General Telephone Company of the Northwest and the Midland Telephone Company of Moab, Utah.



Working together to bring people together . . . BELL TELEPHONE SYSTEM



Renewed attention is being focused on Southern workers, according to reports in the news that the AFL-CIO is planning a concerted, and expensive, drive in an effort to convince these workers that they should join labor unions.

One of the recent news reports said AFL-CIO President George Meany maintains that labor organizations will continue to have troubles organizing in Dixie until workers learn that unions can help improve pay and work standards and that they have no other motive.

All this is, of course, of no small concern to both employers and employees in Southern industry, and it also is an interesting commentary on the fact that a large segment of Southern workers has remained happily and consistently not organizable.

There are a variety of reasons for this, reasons which have existed for some time in the past and which almost certainly will continue to exist in the future, union drives notwithstanding.

### A Point of View

Basic to this rugged individualism is the characteristic that being Southern is not something merely regional or climatic but is, rather, a state of mind or a point of view.

The unique Southern viewpoint has its roots in the history of the region and stems also from Reconstruction days when the citizenry worked to overcome the devastation of war through an unusual combination of solidarity of purpose and individual effort.

An excellent picture of this rugged individualism is given in a new book, "Human Relations in the Industrial Southeast," published by the University of North Carolina Press.

Written by Dr. Glenn Gilman, asso-

ciate professor of industrial management at the Georgia Institute of Technology's School of Industrial Management, the study traces in detail the history of the "folkways" in the Piedmont area and suggests an answer to the question of why Southern textile workers do not seem to be organizable.

In contrast to workers under the "massways" in other areas of the country, Dr. Gilman points out, the worker under the folkways has a much greater rapport between himself and his management.

"The higher degree of understanding," the author says, "permits him to make valid predictions as to the future and under ordinary circumstances to feel secure within the industrial context despite his own lack of control over it.

### The Folk Society

"His feeling of security is further increased, however," Dr. Gilman continues, "by his implicit reliance upon the forces of the folk society of the Piedmont to bring a management that would violate his rights into swift and satisfactory compliance with what he, the worker, regards as 'right' treatment."

The author goes on to say that, "When there is added to this the fact that he already feels himself to be (although he does not perhaps consciously realize it) a member of a highly integrated and effective informal organization with the plant, we begin to see why he is not interested in the union.

"It is, actually, a make-shift and pathetic affair compared to what he already possesses. It is a substitute for the kind of relationship that he enjoys in the original state," Dr. Gilman declares.

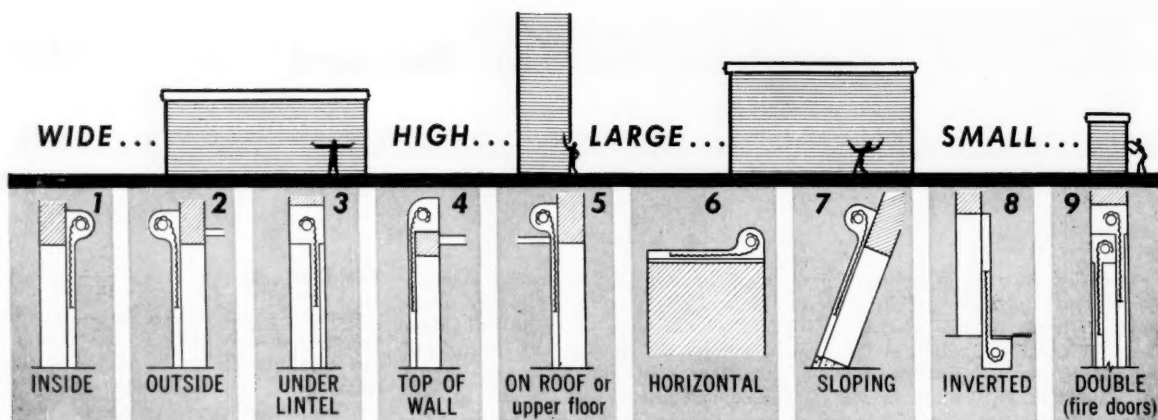
### The Outlook

Looking to the future, the professor observed that as long as the worker can feel himself to be an accepted member of his community with the responsibilities and privileges due him as an individual, and for as long as he can regard himself with respect as a voluntarily participating member in a co-operative association, "he will continue to look with favor upon a folk structuring of the reciprocal relationships between himself, his management, and his community."

Dr. Gilman concludes: "The past success of the Piedmont textile industry along the line of industrial relations has been the result of its ability to translate the folkways into an industrial environment, to realize abstract concepts of human dignity and brotherhood in the concrete situation of the workaday industrial world. As long as this remains its essential philosophy for labor relations, and as long as the region continues to generate true communities to exist and police these intuitive guides for men living and working together in a human fashion, the Piedmont cotton textile industry will continue to be what it has been since the opening days of the Cotton Mill Campaign—a tremendous and challenging experiment in industry under the folkways."

### Explanation

Altogether, the book offers a comprehensive explanation of how a virile folk-regional society used the factory in the South in such a way that it became, and has remained, a regional institution. That is why, as explained by the University of North Carolina Press, industrial relations in the Southeastern textile industry cannot be understood when they are analyzed in terms of the massways typical of large-scale industry in urban manufacturing centers.—J. D.

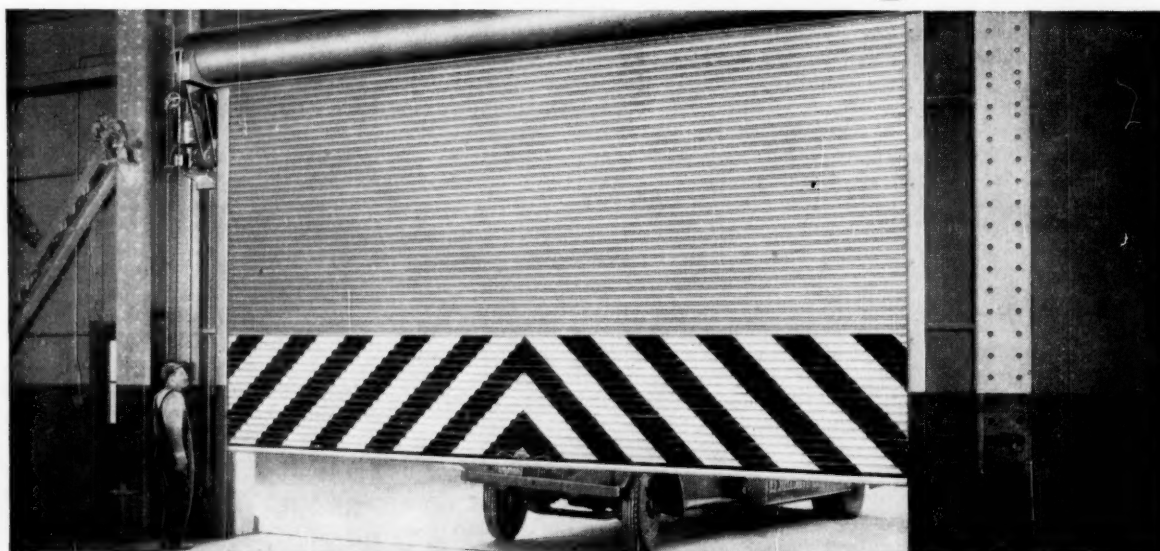


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2. On outside wall; leaves ceiling clear.
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4. Hood above lintel or on top of wall.
5. Hood above roof or upper floor level.
6. Horizontal mounting (openings for observatory, ventilator or similar eqpt).
7. Sloping doorway (chutes, hoppers, etc).
8. Inverted mounting (coil below door sill).
9. Kinnear Steel Rolling Fire Doors on either side of wall — or a service door and a Kinnear Steel Rolling Grille (all-steel protection that doesn't block light, air or vision).

No matter how they're installed, Kinnear Rolling Doors open completely out of the

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# MANUFACTURERS RECORD

## (IN REVIEW)



MARCH 1884

(AS ABSTRACTED MORE THAN 70 YEARS LATER)

BALTIMORE, MD.

### "Business Chances"

A short time ago several Pennsylvania mechanics who had about \$5,000, with which they wished to start a foundry in some growing Southern town, put a notice to that effect in our free "Business Chances" Department, requesting the replies to be sent to us. From a large number of places in the South we have received offers to these gentlemen, in which the advantages and needs of different localities were clearly set forth. As a result they will be able to know just what point presents the most inducements for them without the expense of travelling to find out. If any of our readers have money to invest in Southern enterprises of any kind it will not cost them anything to advertise that fact under our heading "Business Chances", as that column is free for such purposes, and they will be sure to hear of many good openings.

### A Reply to a Criticism

The BALTIMORE MANUFACTURERS' RECORD is a high protective organ, and its statements as to the uncommon growth of manufactures in the South may be scrutinized. Over twenty-eight millions increase in two months is "pretty steep". There is steady improvement in the South in manufacturing of various kinds, but we doubt if the increase is so great as represented. North Carolina is credited with a million and a quarter for sixty days. We would like to see the items.—Wilmington (N.C.) *Star*.

The insinuation in the above that we would purposely publish false statistics to help the cause of protection must be due to the fact that the *Star* judges other papers by itself, and supposes that they, too, are lacking in honor and integrity. We assure the *Star* that the editor of the MANUFACTURERS' RECORD has too much regard for the truth to make misrepresentations for any purpose, even if the *Star* is incapable of understanding how such a thing can be.

The MANUFACTURERS' RECORD is laboring for the upbuilding of the South, and it rejoices at the marvelous development of the manufacturing interests of that section. We appreciate, however, the importance of due care in avoiding all exaggerations about the advantages or growth of that section. The truth itself in that particular is wonderful enough. But as the *Star* wants to "see the items" regarding that State, we mention the leading new manufacturing and mining enterprises inaugurated in North Carolina since Jan. 1, 1884.

A machine shop in Winston; Cotton mill at Rock Creek; Fire-proof paint factory at Charlotte; New mill at the Reedy River Factory; Company to mine and manufacture iron ore in Gaston County; capital \$250,000;

New foundry at Plymouth; New tobacco factory requiring 3,000,000 bricks, by Duke & Sons, at Durham; Tobacco factory to employ 150 hands at Henderson; Box factory at Asheville; Copper mine company in Person county; Tobacco factory at Winston; Spoke and handle factory at Statesville; Enlargement of Askew's paper mill at Raleigh; Flour mill at Lenoir; Tobacco factory at Leaksville; Tobacco factory at Mt. Airy; Cigarette factory at Raleigh; Sash, door and blind factory at Wilmington; Two hundred thousand dollar cotton mill at Durham; Large woolen mill at Durham; Salem Iron Works to be enlarged; Furniture factory by Northern capitalists; Gold mine company in Nash county; Cotton factory at Fayetteville; Tobacco factory at Winston. (No. 2); Flour mill, spoke and handle factory at Fork Church; Foundry and machine shop at Charlotte; Tobacco factory at Winston. (No. 3); Flour, shingle and saw mill in Caldwell county; Flour mill in Durham; Steam marble yard in Greensboro; Ice factory at Charlotte; Additional factory for Durham Fertilizer Co.; Flour and grist mill at Gulf; And, in addition to the above, a large number of saw mills and small manufacturing enterprises besides the increase of machinery in many small factories and mills throughout the State.

Possibly, the *Star* will now admit that, having seen the items, the amount is not overdrawn.

### The Recorder's View

The *Recorder*, of Durham, N.C., says: "Durham will add one million dollars to the manufacturing capital this year in cotton, woolen and tobacco factories. Eight hundred and fifty thousand dollars is already under way, and the residences to be built will average one for every day in the year. These are facts."

And yet one little paper in Wilmington thinks we have overstated the amount of capital invested in new enterprises in that State.

### Palace Hotel

One of the best hotels in the West in the Palace Hotel in Cincinnati. The building is a large, handsome stone structure, fronting on three streets. It is handsomely furnished, its clerks are polite and obliging, and everything conducive to the comfort of its guests is carefully attended to. Its rates are as low as at any other first-class hotel.

### Virginia Bulletin

The Bureau of Immigration of Virginia, office in Richmond, has issued an interesting Bulletin of farms, factories, mill sites, etc., for sale along the James River Valley, Virginia, giving a long list of some very desirable properties that are offered at low figures. Prospectors for land, mines or timber property in Virginia, will find this Bulletin of much value.

### Cost of Pig Iron

The American Manufacturer, of Pittsburg, says the cost of making pig iron at that city is:

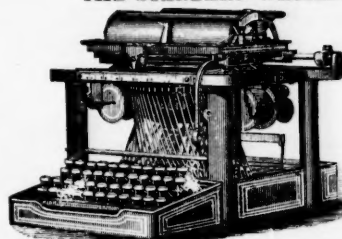
1½ tons of ore at \$8.50	\$12.75
1¼ tons of coke at \$2.00	2.50
Lime	.85
Labor	1.50
Incidentals, repairs, taxes, etc.	1.00
	\$18.60

### New Furnace

In this issue of the MANUFACTURERS' RECORD, Mr. F. J. Chapman, of Salem, Va., advertises for capital to build a furnace, the product of which he says could be put down in Pittsburg at within \$16 a ton.

## Remington Standard Type-Writer

THE STANDARD WRITING MACHINE OF THE WORLD.



on the machine. It facilitates composition, as the manipulation becomes purely mechanical, and owing to its greater speed the mind does not lose its freshest and best thoughts, as when waiting for the slow pen to catch up. In use throughout the world. Perfect satisfaction guaranteed. Send for illustrated pamphlet, with testimonials.

It much more than takes the place of the pen, as it does the work of two or three penmen, and much more neatly and legibly. The business man will appreciate this saving of valuable time. Dictate your correspondence, etc., to a Type-Writer operator and have your time and strength for other matters. (Perfect press copies obtained in same way as of pen writing.)

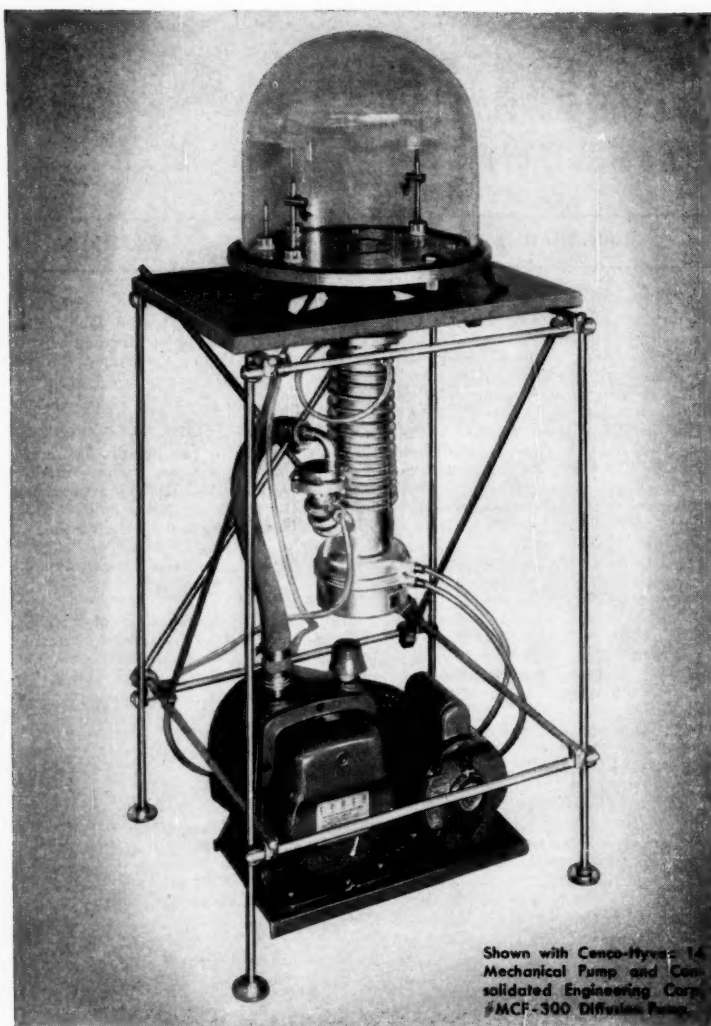
Again the Type-Writer is well-nigh indispensable to overworked professional men. It is a complete relief from the strain of pen-writing.

Lawyers have their papers written with the Type-Writer. Many copies can be made at one time, (absolute duplicates) thus multiplying speed.

Clergymen write their sermons with the Type-Writer, and hence can read them in a dim light.

Authors, journalists and others compose directly on the machine. The manipulation becomes purely mechanical, and owing to its greater speed the mind does not lose its freshest and best thoughts, as when waiting for the slow pen to catch up. In use throughout the world. Perfect satisfaction guaranteed. Send for illustrated pamphlet, with testimonials.

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#MCF-300 Diffusion Pump.

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*for vacuum  
evaporation  
or  
melting*

This new steel pump plate is designed for experimental vacuum evaporation and sputtering of metals, vacuum melting of metals, vacuum impregnation, and for small quantity production. It also facilitates testing electronics components as required in the study of high altitude projectiles.

Direct connection may be made to a mechanical vacuum pump or to an oil diffusion pump backed by a mechanical unit.



No. 94206 Cenco Pump Plate without accessories,  
#1 for connection to mechanical pump, \$155.00;  
#2 for connection to an oil diffusion pump, \$157.50.

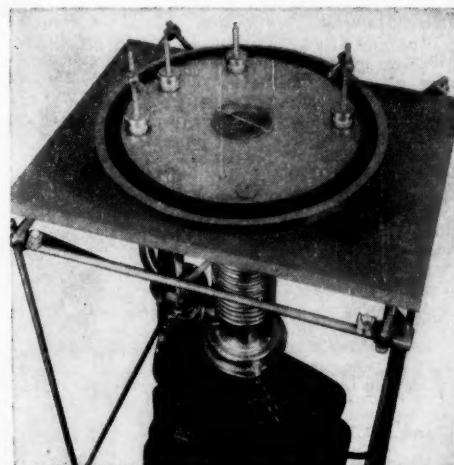
## CENTRAL SCIENTIFIC COMPANY

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REFINERY SUPPLY COMPANY—TULSA • HOUSTON



**SPRING CONSTRUCTION PLANNED****G. E. Chooses Somerset, Ky.  
For New Pressed Glass Unit**

SOMERSET, KY. The Lamp Division of the General Electric Company will start work on a \$3,500,000 pressed glass plant in Somerset early this spring according to Donald L. Millham, vice president.

"Although the division has reduced its total building expenditures for 1957 by deferring work on two research and engineering buildings in Richmond Heights, Ohio," Millham said, "we have elected to put our capital budget expenditures into production facilities."

He cited the \$1,500,000 quartz plant which is being built in Willoughby, Ohio, this year and the plans for the new Somerset plant.

The plant in Somerset will be a one and two story modern structure of 64,000 square feet, according to E. A. Howard, general manager of the Lamp Glass Department. Work is expected to start in March, and The building should be finished in January, 1958. Approximately 100 persons will be employed during 1958, with the total reaching 130 ultimately.

The plant will manufacture pressed glass which is used as reflectors and lenses in sealed beam headlamps. Much of the finished product will be sent to the Lamp Division's Lexington, Ky., plant where sealed beam lamps are assembled.

General Electric facilities in Kentucky include the multi-million dollar Appliance Park at Louisville, an electronics plant at Owensboro, and two Lamp Division plants in Lexington.

**Temco Aircraft to Build  
New Navy Secret Missile**

DALLAS. Reports here are that Temco Aircraft Company, top airframe contractor in the country, will begin work on developing a new secret missile for the Navy.

The new \$16 million contract from the Navy will result in Temco's increasing its 750-man engineering force here by 50 per cent, the report said.

**Tampa Is Site  
For Tiffany's  
Huge Tile Plant**

TAMPA. Tiffany Tile Corp. has opened in Tampa one of the nation's largest ceramic tile plants.

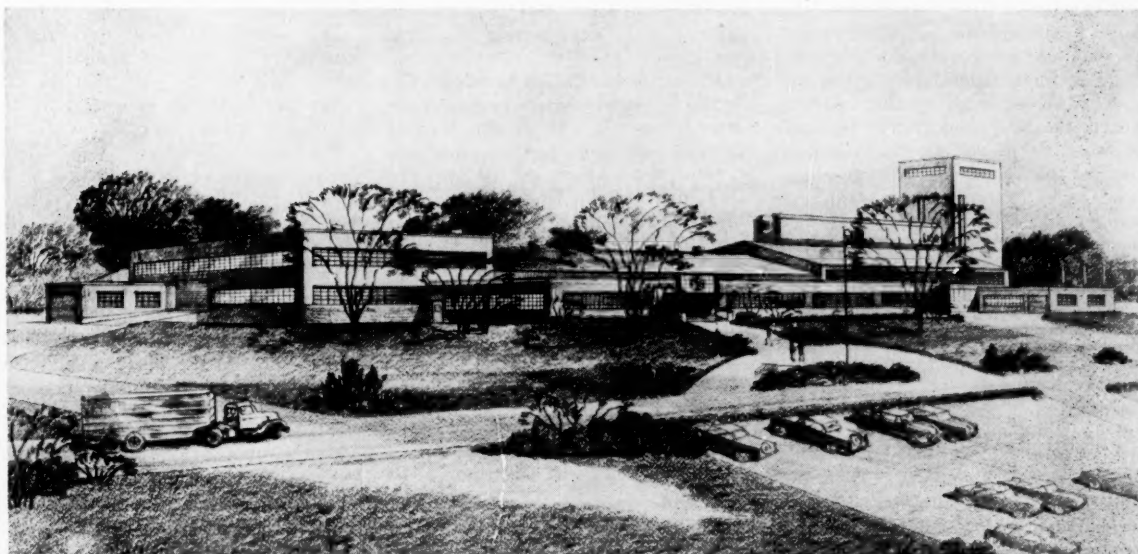
The company, manufacturers of all types of glazed ceramic tiles, has begun operations with an initial employment of 95 persons.

Costing \$750,000, the new facility has 60,000 square feet of floor space. It is located on a six-acre site at Port Tampa City.

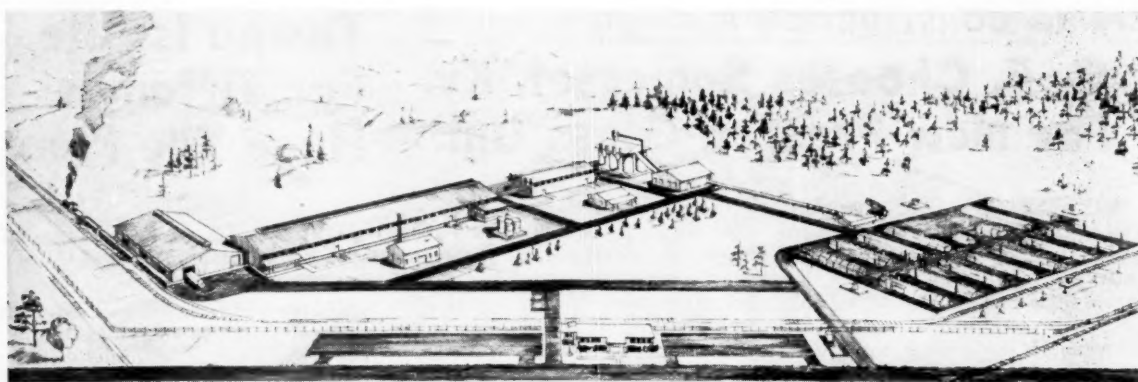
Tiffany President Sam Rodriquez said employment will reach 200 in four to six months when full production is reached.

Annual production at the plant, which will serve the Southeastern United States and Latin America, will be four million square feet of tile. This is enough tile to cover 100 acres of land.

The new plant produces extreme industrial heats in excess of 2,000 fahrenheit for two tunnel kilns with kerosene fired through specially designed jets.



This is an artist's conception of the new General Electric Company plant to be built in Somerset. The unit will cost \$3.5 million and will produce pressed glass for headlamps.



This is how the new plant of American Cyanamid Company at Farmville will look when completed in 1958. The new facility will produce flakeboard and will have an annual capacity of 49 million square feet of the material. The plant will employ 100 persons.

## FARMVILLE PROJECT SET BY AMERICAN CYANAMID

**Multi-million Dollar Facility Will Manufacture Particle Board, Employ 100, At 1958 Completion**

FARMVILLE, N.C. Plans to erect a multi-million dollar plant here to produce flakeboard have been announced by American Cyanamid Company.

Kenneth C. Towe, president of the huge firm, said the proposed facility is part of the corporation's current \$150 million expansion program.

A form of high quality particle board, the new product will be made of wood flakes and resins. Towe explained that flakeboard is increasingly used as an alternative to traditional lumber and plywood as an underlayment for Formica and other decorative and industrial laminates.

The new plant is expected to have an annual capacity of 40 million square feet of three quarter inch board. Provision for expansion has been embodied in the original plant design.

Location of the new facility in Farmville, Towe said, was based on the "arithmetic of economics." This included accessibility to and availability of raw materials, together with excellent transportation facilities to reach principal markets for flakeboard along the Eastern Seaboard.

To be built by Cyanamid's Engineering and Construction Division, the new flakeboard plant will be operated by the company's Formica Division. When completed in early 1958, the plant will employ some 100 persons, the majority to be drawn from the local area.

Organized in 1907, American Cyanamid has headquarters in New York City. It now is one of the leading chemical companies in the nation and operates more than 40 plants and laboratories in the United States and abroad. Sales in 1956 totaled closed to half a billion dollars.

In addition to the proposed new flakeboard operation, the company also has in North Carolina plants at Charlotte and Plymouth.

Within the past five years, Cyanamid has built a plant in New Orleans to produce acrylonitrile; a pigment plant in Savannah, which is currently being expanded, and the alum plant at Plymouth.

A triple superphosphate plant is currently being added to the manufacturing facilities at Brewster, Florida. In addition, construction of a plant near Pensacola, Florida, to

produce Creslan, the company's acrylic fiber, will get under way this Spring.

Altogether, Cyanamid plants and mines are located in 11 Southern states, and 13 of the company's major sales offices may be found in Southern cities.

## Lake Charles Gets 17 Million-Dollar Butyl Rubber Unit

LAKE CHARLES, LA. A new plant, to cost more than \$17 million, will be built here by Petroleum Chemicals, Inc., to produce butyl rubber.

The new facility will have initial capacity of 30,000 tons annually, and construction will be such that the capacity can easily be expanded by 50 per cent at a later date.

Petroleum Chemicals' new plant will be the first of its type to be built since World War II. Company President Bruck K. Brown said its operation will increase national capacity for butyl rubber by about one-third. It is hoped that full production might be achieved before January, 1959.

Foster Wheeler Corporation has contracted to build the butyl plant on a site adjoining the company's other plants, existing or in process of construction, at Lake Charles.

The butyl rubber plant, like the other plants, will draw its raw material requirements from the hydrocarbon streams available at the Lake Charles refineries of Cities Service and Continental Oil Companies, joint owners of Petroleum Chemicals, Inc.



## REPUBLIC STEEL IS ENLARGING GADSDEN PLANT

**GADSDEN, ALA.** The current expansion program of Republic Steel's plant here is being enlarged by the addition of a second electric steel-making furnace.

The present Gadsden program is part of a huge expansion being undertaken by Republic at several locations. When completed late in 1957, the expansion will add 1,980,000 tons of annual ingot capacity to the Republic production facilities, bringing the company's total capacity to 12,242,000 tons.

An electric furnace is now being built at Gadsden which will increase the plant's capacity by 25 per cent in May. Addition of the second electric will make the total ingot increase approximately 50 per cent when it goes into production late in 1957.

The increase will make Gadsden the second largest steelmaking center south of the Ohio river and east of the Rockies, Birmingham being the largest.

Republic also has under construction at Gadsden a new strip mill which will be ready for production in mid-1957. It will turn out hot rolled, cold rolled, and galvanized sheets and strip.

"In our original announcement of the new strip mill," a Republic spokesman said, "we referred to an initial monthly production from that mill of approximately 22,000 tons. We said, however, that the basic units would have capacities considerably in excess of that tonnage.

"Since we are convinced that the South will share abundantly in the continued economic advances which this country confidently expects, Republic has decided to go forward at once with this new improvement at Gadsden, which will enable us to produce up to approximately 35,000 tons of flat rolled steel a month."

It was pointed out that several units besides the second electric furnace are called for in the company's decision to proceed with a new phase of the expansion even before the completion of the original construction program.

## LATE NEWS HIGHLIGHTS

**ATLANTA.** Contracts transferring the property of Georgia Power and Light Company to Georgia Power Company were signed here March 1. Georgia Power now supplies electric service to 38,200 customers in 20 South Georgia counties formerly served by the Georgia Power and Light, then a subsidiary of Florida Power Corporation.

**DALLAS.** Construction is in progress here on Texas Instruments Incorporated's new \$4 million plant. The facility, being built by Semiconductor-Components Division of the company, will have 280,000 square feet of floor.

**ST. FRANCISVILLE, LA.** Initial output of the new St. Francisville Paper Company mill will reach an annual capacity of 78,000 tons. A joint project of Crown Zellerbach Corporation and Time, Inc., the facility will cost \$31 million.

**TYLER, TEXAS.** The Robert Gair Division of Continental Can Company, Inc. has acquired a 40-acre plant site in Tyler, as a location for a corrugated shipping container plant.

**ORLANDO.** Glenn L. Martin Co. has received its certificate of necessity from the U. S. Government. Work has begun on the site of its new plant near here. A supplier of electronic components to Martin is seeking a location within 40 miles of Orlando, and may be the first of many satellites to move there.

**PORT NECHES, TEXAS.** Neches Butane Products has a program underway to expand by 50 per cent its Butadiene plant capacity.

**ATHENS, GA.** Ground has been broken here for Westinghouse Corporation's proposed \$25,000,000 transformer plant. The plant will cover 750,000 square feet, and at peak production will employ 1,200 persons and have an annual payroll of \$5,000,000.

**ABERDEEN, MISS.** A sodium chlorate plant costing \$5 million is being built here for the American Potash and Chemical Corporation. It will be on a site of 586 acres. When the plant goes into operation by about mid-1958, it will employ 75 men.

**SOUTH DADE COUNTY, FLA.** American Machine and Research Corporation will open a plant here within the next 12 to 18 months. The facility will produce small diesel engines, and eventually will employ some 200 people. Arthur Vining Davis is majority stockholder in the company.

**AIKEN, S. C.** An extension of the contract under which E. I. du Pont de Nemours and Company operates the Savannah River Plant for the U. S. Atomic Energy Commission has been announced. The extension, running through June 30, 1960, contains provisions for renewal of the contract by mutual agreement at the end of that period.

**AUSTIN, TEXAS.** The University of Texas' Civil Engineering Department will sponsor an industrial radiation conference here May 18.

## NEW STYRENE UNIT SLATED FOR ODESSA, TEXAS, IN '58

ODESSA, TEXAS. A new styrene plant will be built on the southeastern outskirts of this city by Odessa Styrene Company as part of a multi-million dollar synthetic rubber operation.

The plant when completed is expected to produce 35 million pounds of styrene annually. Construction is expected to start in the late Spring or early Summer this year, and estimated completion date is January, 1958. Propane and benzene are the feed stocks to be used in the manufacture of the styrene.

Employment will total approximately 60 persons when the facility

is in full operation.

As majority owner of Odessa Styrene—with 75 per cent of the stock—El Paso Natural Gas Company will build and operate the plant. United Carbon Company holds the other 25 per cent of the stock.

Officials said the synthetic rubber operation—of which the proposed styrene plant is a part—is the first project of its kind to be instigated in the rich oil and gas producing area of west Texas and southeastern New Mexico.

The styrene operation will be located adjacent to two other large plants which also are a part of the rubber operation. These are a butadiene plant which Odessa Butadiene Company is building and a copolymer plant which General Tire and Rubber Company has under construction.

El Paso Natural Gas also is a majority owner of Odessa Butadiene, holding 55 per cent of the stock. Odessa Natural Gasoline Company holds 25 per cent of the stock, while the United Carbon Company holds the remainder.

The raw materials made will be piped to the nearby General Tire plant where they will be converted into synthetic rubber. The latter will, in turn, be shipped by rail out of Odessa in 75-pound bales to General Tire's manufacturing plant where it will be converted into automobile tires and other goods.



Guy Z. Moore, Styrene plant superintendent.



C. L. Moore, vice president and general manager of El Paso Natural Gas Products Company, announces new plant.

## Expanding Concern Chooses Greenville As New Plant Site

GREENVILLE, S.C. Construction is underway here on a new plant of Hartford Machine Screw Company to manufacture textile machinery parts.

To cost more than \$400,000, including machinery, the new plant will have 20,000 square feet of floor space and will employ about 90 persons when in full production.

James A. Taylor, president of the company, said the facility would contain the most modern equipment available. It is expected that the plant will be in operation by late Spring this year.

R.M. Cooper of Columbia, director of the South Carolina State Development Board, hailed the establishment of this new plant as another step in the diversification of industry in South Carolina.

Hartford officials commented on the conservative state government and the increasing number of workers being trained in metal-working trades in the area as factors which influenced their decision to establish this operation in South Carolina.

Established in 1876, Hartford Screw Machine Company is a division of Standard Screw Company. The organization has plants at several points over the nation.

## Carolina Firm To Employ 700

CALHOUN FALLS, S. C. Daniel Construction Company, Inc., of Greenville recently began construction of a new plant at Calhoun Falls for Bigelow-Sanford Carpet Co., the nation's second largest carpet manufacturer.

The plant is scheduled to prepare carpet wool and manufacture yarn for use in Bigelow-Sanford carpets. The company has two other South Carolina plants, at Belton and Landrum.

Operation will begin here during the second half of 1957, and the plant is scheduled to employ some 700 persons.

## INDUSTRIAL EXPANSION



"I've been here before."

## Tall Oil Unit To Locate In West Virginia

NITRO, W.VA. Monsanto Chemical Company and Emery Industries will build here a jointly-owned plant for the fractionation of crude tall oil into unsaturated fatty acids and tall oil rosin.

Charles Allen Thomas, of St. Louis, president of Monsanto, and John J. Emery of Cincinnati, president of the other firm, said the move is designed to strengthen the raw materials positions of both companies.

Contracts have been let, and construction is to begin immediately on the fractionating plant. To cost more than \$4 million, the facility will be operated by Monsanto's Organic Chemicals Division under a management contract. It is scheduled to be in full production in the Spring of 1958.

Crude tall oil is a product of sulphate pulp mills, and St. Regis Paper Company is closely identified with the Monsanto-Emery venture as the supplier of the oil under a long-term cooperative agreement. Present plans call for barging the crude tall oil to the Nitro plant from St. Regis mills in Florida.

Monsanto was the originator of fortified rosin size, widely used by paper makers to give water resistance to white paper and paper board.

Emery industries is the largest U.S. consumer of unsaturated fatty acids in its production of dimer acid and other uses. The new plant will be an important source of the company's raw materials.



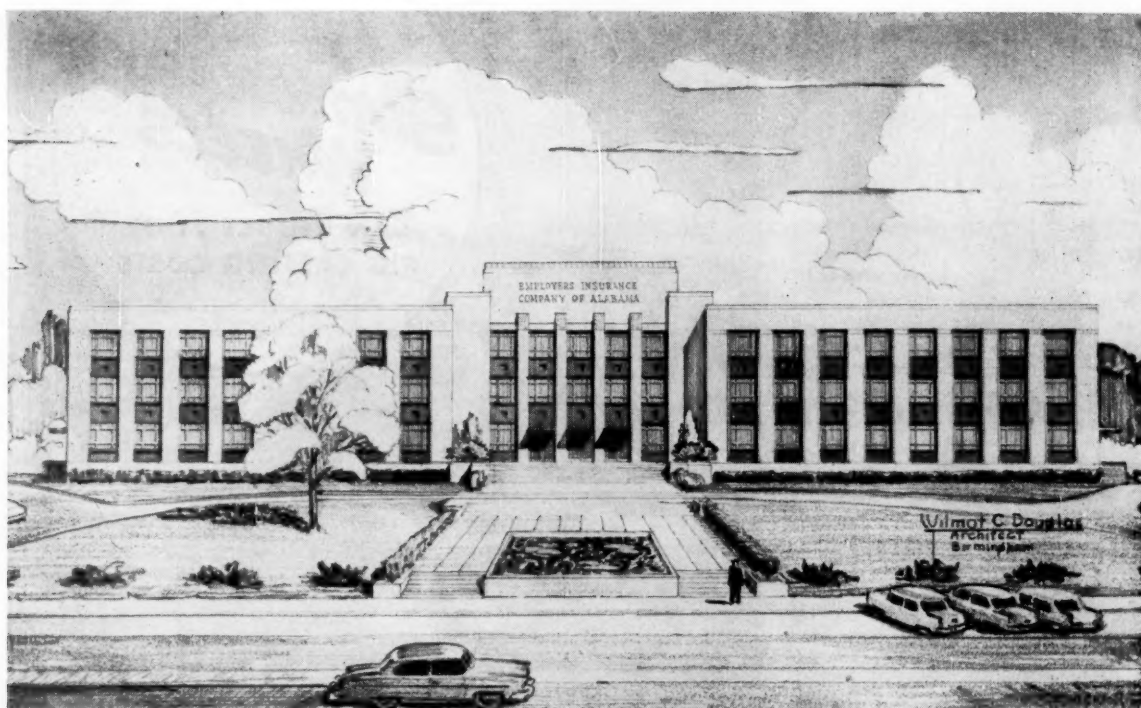
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**Bailey**  
PIG CASTING  
MACHINES





The sketch above shows the projected new office building of the Employers Insurance Company. The new structure, to cost \$500,000, will be the first building in the new Hoover, 700-acre development near Birmingham. Street and sewer work already is in progress in the district.

### **New Hoover Development**

## **Insurance Firm Will Build \$500,000 Office Structure**

BIRMINGHAM. A new multi-million dollar development, to cover a 700-acre tract, has been planned near here, it was reported by William H. Hoover, president of the Employers Insurance Company.

To be known as Hoover, the development will be three and a half miles from Vestavia and about 20 minutes from downtown Birmingham. It will include office buildings, shopping center, churches, school, nursery, country club and club and home sites.

One of the first buildings to be erected, at a cost of \$500,000, will be an office buildings for Employers Insurance. It is expected that construction on this project will be started in late Summer or early Fall this year.

Hoover said there would also be

another office building for general rental occupancy. Plans for the shopping center call for an expenditure of some \$750,000, he added.

In the residential area of the development, space has been provided for more than 500 more residence sites, ranging in size from a minimum of a half acre to three acres.

The space allocated for a country club will include swimming pool, tennis courts, and an 18-hole golf course.

Cost of all the projects envisioned for the development has been estimated at between five and 10 million dollars.

Hoover said street and sewer work already is under way.

Major part of the 700 acres in the area is owned by South Jefferson Corporation of which Hoover is also president. Employers Insurance owns that part of the land extending a half mile along each side of the Montgomery Highway.

## **\$30.8 Million Budget Set By Lone Star Gas**

DALLAS. Expenditures totaling some \$30.8 million have been scheduled for new construction this year by Lone Star Gas Company and its wholly-owned subsidiary, Lone Star Producing Company.

Included in the 1957 budget are new transmission and gathering pipelines, enlargement of compressor station facilities, drilling of oil and gas wells, acquisition of leases, expansion of underground gas storage facilities and construction of new buildings.



## SOUTHERN CO. TO SPEND \$138.8 MILLION IN 1957

ATLANTA. The 1957 construction program of The Southern Company will involve record expenditures of \$138,870,000, it was reported here following a meeting of the board of directors.

Southern is the parent firm of the Georgia, Alabama, Gulf and Mississippi power companies.

The budget for this year, officials said, includes approximately \$18 million to be spent by Georgia Power for the acquisition of the properties of the Georgia Power and Light Company.

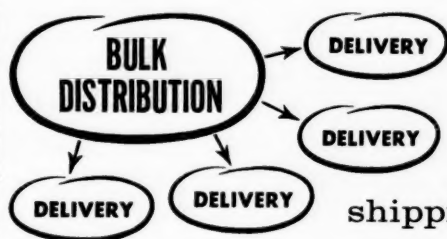
Southern Company forecasts indicate that the construction program for the 1957-59 period will total \$435 million.

Officials added that since 1927 the rate of growth, of the four companies in the system since 1927 has been slightly more than eight per cent a year compounded annually. This is

equivalent to doubling the load every nine years.

The following generating units totaling nearly a million kilowatts will be completed during the 1957-59 period:

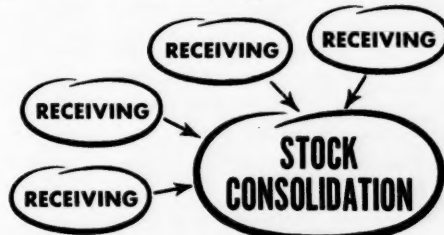
Gulf Coast Plant No. 1, 75,000 kilowatts, Mississippi Power Company, June, 1957; Plant Yates No. 4, 125,000 kilowatts, Georgia Power Company, July, 1957; Gorgas Plant No. 9, 165,000 kilowatts, Alabama Power Company, June, 1958; Plant Yates, No. 5, 125,000 kilowatts, Georgia Power Company, June, 1958; Barry Plant No. 3, 225,000 kilowatts, Alabama Power Company, May, 1959; Plant McManus, No. 2, 75,000 kilowatts, Georgia Power Company, May, 1959; Plant Crist No. 4, 75,000 kilowatts, Gulf Power Company, June, 1959; Oliver Dam (hydroelectric plant), 60,000 kilowatts, Georgia Power Company, July, 1959.



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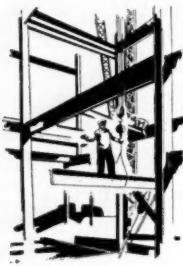
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## NEW PLANT SUMMARY

The following is a summary of major industrial plants reported to the RECORD during the month of January, 1957. This information has been checked with the Southern Association of Science and Industry and various state development agencies. Number of employees is indicated by the code: A (under 25); B (25-100); C (100-250); D (250-1000); and E (over 1000).

### ALABAMA

Boaz—Boaz Poultry Processing Plant, poultry processing.  
Butler—Hollister Veneer Co., veneer.  
Butler—Ready Mix Concrete Co., concrete.  
Butler—Sumter Veneer Works, veneer.  
Courtland—McMichael Feed & Seed Co., feed and seed.  
Dora—R. C. Aylor & Son, chicken coops.  
Fairfield—Owens Ornamental Iron Works, ornamental iron.  
Fairfax—West Point Manufacturing Co., non-woven fabrics.  
Florence—C. & H. Cooling and Heating Eng., water skis.  
Florence—National Linen Service Corp., linen supplies.  
Fort Payne—The Bonnie Mills, cotton hose.  
Fort Payne—Valley Steel, Inc., structural steel fabrication.  
Geneva—Smith Brothers Contractors, small boats.  
Goodwater—Dixiecraft Co., Inc., store fixtures.  
Guntersville—Allied Mills, Inc., poultry and livestock feed.  
Guntersville—City Products Co., chicken processing.  
Guntersville—Cooperative Mills, poultry and livestock feed.  
Guntersville—Cotton Producers Association, feed mill.  
Guntersville—Langford Limestone Co., agricultural limestone.  
Hartford—Wireglass Plant Food, fertilizers.  
Headland—Schell Uniform Co., garments.  
Huntsville—Thikol Chemical Corp., research.  
Jacksonville—Profile Textile Mills, men's underwear.  
Jasper—Chemmill's Hatchery of Alabama, chickens.  
Jasper—Cobb's Pedigreed Chicks, chickens.  
Jasper—Gardner's Milling Co., poultry feed.  
Jasper—Mugrove Poultry Co., poultry feed.  
Jasper—Super Broiler Co., poultry feed.  
Leeds—A. J. Garrard Co., steel strapping.  
Leeds—Mira-Flex Co., watch cases, straps.  
Macon Quarters—R. A. Wade Co., crushed stone.  
Mobile—Cordo Chemicals Corp., coated fabrics.  
Mobile—Master Manufacturing Co., mill-work.  
Mobile—Scott Paper Co., Hollingsworth & Whitney Div., unbleached, semi-bleached, bleached pulp.  
Mobile—Underwood Concrete Products Co., concrete blocks.  
Montgomery—Kendrick Concrete Pipe Co., concrete pipes.  
Naheola—Marathon Corp., pulp and paper.  
Northport—Tuscaloosa Pre-Mix Asphalt Co., asphalt paving mix.  
Oneonta—Robbins Coal Co., equipment manufacturing.  
Opelika—Dorn & Mitchell, poultry vaccines.  
Opelika—Superior Forest Products Co., charcoal.  
Opp—Covington Industries, Inc., garment manufacturing.  
Parrish—Southeast Furniture Mfg. Co., furniture.  
Red Bay—I. B. Williams Woodworking Shop, furniture.  
Sylacauga—Artscraft Broom Co., brooms, mops.  
Talladega—Tach-Fast Mfg. Co., metal accessories.  
Talladega—Tach-Fast Mfg. Co., metal accessories.

Tarrant City—Ketona Chemical Co., ammonia.  
Tuscaloosa—Lilli-Rose Sportswear, garment manufacturing.  
Tuscaloosa—Reichhold Chemicals, formaldehyde.  
Tuscumbia—Chickasaw Molded Plastics, fiber glass boats.  
Vernon—Chapman Lumber Co., lumber.  
York—Sumter Mfg. Co., debarkers.

### ARKANSAS

Little Rock—Emmar, Inc., Ray Caudle, Vice Pres., industrial paint and enamel. Operation est. to begin June, 1957. (C)  
Magnolia—Basco Company, aluminum bathroom fixtures. Operation est. to begin late 1957. (C)  
Pine Bluff—Allied Chemical & Die Corp., liquid alum soap. Operation est. to begin late 1957. (B)  
Pine Bluff—Consolidated Chemical Corp., aluminum sulphate. Operation est. to begin late 1957. (B)  
Pine Bluff—Sears, Roebuck & Co., 6th and Poplar Sts., shopping center. \$500,000.  
Searcy—James P. Matthews & Co., bronze plaques. Operation est. to begin mid 1957. \$125,000. (C)  
Waldron—Indianapolis Glove Co., work gloves. Operation est. to begin mid 1957. \$250,000. (C)

### FLORIDA

Boca Raton—Roycraft Coach Co., J. T. Roy, Pres., house trailers. Operation est. to begin 1957.  
Daytona Beach—Jeffrey Machine Tool Co., Frank W. Jeffrey, Pres., automation machinery for automotive industry. Operation began Feb., 1957. (C)  
Ft. Myers—Glades Lumber Co., wood preserving. (B)  
Hialeah—Miami National Container Corp., 1101 E. St., corrugated containers. (B)  
Holly Hill—Florida Maid Sportswear, Inc., women's sportswear. (B)  
Hollywood—Jos. Freund, knitted underwear. Operation est. to begin March, 1957. (B)  
Hollywood—Midwest Coll & Transmitters, coils and transmitters. Operation began Feb., 1957. (B)  
Jasper—Moore Industries, Inc., house trailers.  
Lake City—Daniels Lumber, Inc., lumber. \$125,000. (B)  
Melbourne—Boeing Airplane Co., engineering, drafting. (B)  
Melbourne—Cutri Cement Co., cement products. (B)  
Oldsmar—Sperry-Rand Corp., research. Operation est. to begin late summer, 1957. \$2 million. (C)  
Plant City—Plant City Ready-Mix Concrete, ready mix concrete.  
Pompano Beach—U.S.T. Technical Center, Inc., research, development. (C)  
Tampa—Tampa Coca-Cola Bottling Co., James W. Warren, Exec. Vice Pres. \$750,000.  
Tarpon Springs—Bee Bee Togs, Irving Baker, Pres., children's sportswear. Operation began Sept., 1956. \$100,000. (C)  
Tarpon Springs—Pasco Industries, Inc., concrete products. Operation began Jan., 1957.  
Vero Beach—Piper Aircraft Development Center, research, development.  
West Palm Beach—Belhouse Louvre Windows, Norman Bell, Pres., louvre windows. (B)

### GEORGIA

Atlanta—Southeastern Awning Co., aluminum awnings.  
Atlanta—Woodcraft Frame Co., wooden frames. \$60,000.  
Cartersville—Marion Lingerie, Inc., apparel. \$75,000. (C)

### KENTUCKY

Greenville—B. F. Goodrich Footwear & Flooring Co., Div. of B. F. Goodrich Co., light plastic women's footwear. (B)  
Lexington—Dixie Cup Co., C. L. Van Schaick, Pres., cups, containers. \$3 million. (E)

### LOUISIANA

Alexandria—Mid-State Milling Corp., Will S. Holmes, sec'y-treas., feed plant. \$82,900.  
Baton Rouge—Sanitary Poultry and Egg Market, poultry processing. \$27,818. (B)  
Galliano—Jerrie Ice Co., flaked ice. \$115,000.  
Gillis—American Rice Growers Assn., Holmwood Div., Inc., rice drier. \$155,161.  
Industrial Canal—Mechanical Equipment Co., Inc., Cecil Evans, plant supt., heavy machinery. \$100,000.  
Lake Charles—Calcasieu Chemical Corp., Bruce K. Brown, Pres., ethylene oxide and ethylene glycol. Operation est. to begin early, 1958. \$11 million. (B)  
Lake Charles—Petroleum Chemicals, Inc., Bruce K. Brown, Pres., butyl rubber. Operation est. to begin Jan., 1959. \$17 million.  
Port Sulphur—Freepot Sulphur Co., sulphur cleaning plant. \$1,709,960.

### MARYLAND

Baltimore—American Steel, Inc., J. G. Yowell, Pres., steel joists.  
Baltimore—Baltimore Kosher Sausage Co., Inc., 116 South Central Ave., Henry Lenett, Pres. Operation began Dec., 1956.  
Baltimore—Janco Products, Thaddeus Bardzik, Pres., floor cleaners, paint removers.  
Baltimore—Welsh Manufacturing Co., 239 North Franklinton Rd., Henry Bianco, Pres. Operation began Dec., 1956.

### MISSISSIPPI

Canton—Southeastern Insecticide Corp., insecticides. \$300,000. (B)  
Clarksdale—Stephenson-Adamson Mfg. Co., conveyor systems. \$350,000. (B)  
Ellisville—Movie Star, Inc., lingerie. Operation began Jan., 1957. \$60,000. (C)  
Europa—Luger Furniture Factory, furniture. Operation est. to begin Spring, 1957. (D)  
Meriden—Kroehler Mfg. Co., Old Hwy. West and 65th Ave. Operation est. to begin Sept., 1957. \$4 million.  
Natchez—Hardboard Construction Corp., Liberty Rd. Operation to begin in 1957. (C)  
Olive Branch—DeSoto Furniture Mfg. Co., furniture. \$100,000. (B)

### NORTH CAROLINA

Asheboro—McLaurin Corp., women's hosiery finishing. (C)  
Brevard—DuPont Co., silicon. Operation est. to begin early 1958. (C)  
Burlington—Chester H. Roth Co., ladies' seamless hosiery. (C)  
Charlotte—A. & P. Tea Co., Chemway Rd., N. W., P. M. Realer, Vice Pres., processing and cold storage meat warehouse. \$1.25 million. (C)  
Farmville—American Cynamid Co., Formica Div., Kenneth Towle, Vice Pres., flakeboard. \$1.5 million. (D)  
High Point—Carleve Mfg. Co., coffee and end tables. (B)  
High Point—Gullford Lounges, Inc., upholstered living room furniture. (B)  
Mt. Airy—Haltom Hosiery Mill, socks. (B)  
Mt. Airy—Proctor Electric Co., electric toasters. (D)  
Morehead City—Standard Products Co., fish meal, scrap and oil. (B)  
Robertsonville—Austin Farms, poultry processing. (C)

### OKLAHOMA

Atoka—Little Dixie Mfg. Co., juvenile, office and home furniture.  
Coalgate—Blue Bell, Inc., E. W. Weant, Vice Pres., blue jeans. Operation est. to be

gin early 1957. (D)

El Reno—Midwest Machinery Co.  
El Reno—Oklahoma Trailer Co.  
El Reno—Perfection Die Co.  
El Reno—Security Devices, Inc.  
Lawton—Oklahoma Wire and Pipe Co.  
Muskogee—Tantalum Defense Corp. \$6-500,000.  
Sapulpa—Moran Sheet Metal and Furnace Co.  
Seminole—Kan-ake Machine Co. (C)  
Stillwater—Welltesters, Inc.

## SOUTH CAROLINA

Calhoun Falls—Bigelow-Sanford Carpet Co., carpet wool, yarn. Operation est. to begin late 1957. (D)  
Greenville—Hartford Machine Screw Co., James A. Taylor Pres., textile machinery parts. \$400,000. (B)

## TENNESSEE

Athens—Hiwassee Sand Co., sand.  
Chattanooga—Nebraska Consolidated Mill Co., J. A. Mactier, flour mill and animal feed plant. \$1 million. (C)  
Knoxville—Wynn Enterprises, Dale Ave. and Ft. Sanders Sts., John Ornbly, Vice Pres., trousers. (D)  
Lebanon—Hartmen Luggage Co., luggage. (B)  
Lebanon—Universal Rack Co., Inc., Forrest Ave., E. L. Faulman, Pres., wire racks for plating metals. Operation began Feb., 1957. (B)  
Nashville—Holbrook Boat Mfg. Co., 309 So. 11th St., fiberglass boats. Operation est. to begin in 1957.  
New Johnsonville—Du Pont Co., titanium dioxide. Operation est. to begin in early 1959. (D)  
Springfield—Acme Boot Co., boots. Operation est. to begin in late 1957. \$600,000. (D)

## TEXAS

Amarillo—Richards & Conover Hardware Co. of Kansas City, hardware. Operation began Jan., 1957. \$1.5 million. (B)  
Arlington—Chance Vought Aircraft Corp., 207 Main St., F. O. Detweiler, Pres., aircraft design. (C)  
Arlington—Industrial Concrete and Supply Co., C. E. Blakeman, Pres., concrete.  
Arlington—Temco Aircraft Corp., Robert McCullough, Pres., aircraft design and engineering.  
Austin—Hydo-Valve Corp., 1104 W. 34th St., Aubrey Horrell, Pres., nylon valves for bathroom fixtures.  
Austin—Standard Glass Products Co., 3407 Willow Springs Rd., R. R. Hammond, Pres., fiberglass boats.  
Beeville—Fred Foster Packing and Processing Plant, Refugio Hwy., Fred Foster, Pres., meat processing and packing. Operation began Nov. 1956.  
Brenham—Rogers Bedding Co., Robert Rogers, metal plant. \$35,000.  
Beaumont—Jefferson Iron Works, C. R. Brown, Pres., supplier of structural steel.  
Beaumont—Ohmstede Co. Inc., Gene Ohmstede, Pres., alloy steel studs.  
Beaumont—Texas Gulf Sulphur Co., Fred M. Nelson, Pres., sulphur.  
Coleman—Oil Belt Tool Co., William T. Jones, Pres., pipe nipples. Operation began in late 1956.  
Dallas—American Screen Manufacturing Co., Inc., 2436 Harwood, Carter R. Harrison, Pres., steel and aluminum window frames.  
Dallas—Campbell Sheet Metal Co., 1602 N. Haskell, Joseph P. Campbell, Pres., sheet metal elbows. Operation began in Oct. 1956.  
Dallas—Fresh Made Orange Co. Inc., 8914 Sovereign Row, John D. Hogan, Pres., beverage bases.  
Dallas—Fullview of Texas, Chancellor Row, Eddy Mann, Gen. Mgr., distributor of aluminum-frame sliding doors.  
Dallas—Dallas Glass Tinting Co., 1603 N. Industrial Blvd., George Richey, Pres., treating glass doors and windows.  
DeSoto—Southwest Industrial Materials Corp. of Dallas, George Hawpe, Pres., absorbent clay processing.  
El Paso—Walker Handle Co., broom, mop handles.  
Fort Worth—Gulf States Mfg. Co., 3028 Bryan Ave., George S. Mancll, Pres., asphalt coating.  
Fort Worth—Armco Co. of Fort Worth, 1308 W. Magnolia, E. J. Johnson, Pres., arch supports.

Fort Worth—First Container Corp., Jack Bean, Pres., containers. (B)  
Fort Worth—Fleetform Corp., P. O. Box 4106, Hicks Field, Samuel P. Owen, Pres., fiberglass, plastic motor boats. \$20,000. (B)  
Grand Prairie—National Plating and Processing Co., aircraft parts. \$75,000. (B)  
Greenville—Dallas Sportswear, 3rd floor, Graham-Fagg Bldg., Fred Lief, Pres., women's sportswear, dresses.  
Houston—ALCO Products, Inc., Alameda Rd., C. C. Davis, Div. Mgr., petroleum industrial equipment.  
Houston—Diamond Alkali Co., Diamond's Deer Park Plant, John Sargent, Pres., industrial chemicals. Construction est. to begin April, 1957. \$10 million.  
Houston—Lucy Lager Brewing Co., Hempstead Rd., beer. \$3 million.  
Houston—Oak Farm Dairies of Dallas, Gulf Freeway, H. E. Hartfelder, Pres., milk. Construction est. to begin in early 1957. \$1 million.  
Houston—Supreme Products Corp., 6100 Westview Dr., James C. Wylie, Pres., automatic processing and packaging of nuts. \$30,000.  
Houston—Tubular Lining Corp., 12200 block of Robin Blvd., L. E. Heinen, Pres. Operation began Dec., 1956.  
Hull—Magnolia Petroleum Co., Z. P. Armstrong, Pres., underground storage facility for liquefied gas. (C)  
Madisonville—Key Work Clothes, Inc., K. W. Pollock, Pres., work clothes. (B)  
Mineola—Buddy Schelkopf Products Co., West Hwy. 80, H. W. Schoellkopf, Pres., hunting clothes. Operation began Feb., 1957.  
Mineola—Sun-Ann of Dallas, Irving Lambert, Pres., children's clothes.  
Mount Pleasant—Srader's Sportswear, North Washington, Clive D. Srader, Pres., children's, teen's sportswear. (C)  
Paris—Southern Box and Paper Co., boxes. Operation est. to begin spring 1957.  
Saginaw—C. & G. Grain Co., grain elevator, railroad spurs. Operation est. to begin in early 1957. \$3 million.  
San Angelo—Donn's 222 N. Chadbourne, Donn Glassett, Pres., shoes. Operation began Dec. 1956. \$27,000. (B)  
Stephenville—West Mfg. Co., Fort Worth Hwy. J. W. West, Pres., clothes. Operation est. to begin early 1957. \$16,000. (B)  
Teague—Teague Mfg. Co., Townsend Clark, Jr., Pres., nut shelling.

## VIRGINIA

Lynchburg—Lynchburg Materials, Inc., crushed slag. Operation est. to begin spring 1957.  
Norfolk—Brock Farms, foil-packaged frozen vegetables. Operation began Dec., 1956.  
Portsmouth—Crest Corp., 3200 Glasgow St., cotton padding. Operation began Nov., 1956.

## WEST VIRGINIA

Nitro—Monsanto Chemical Co. & Emery Industries, Inc. Charles A. Thomas, Pres. of Monsanto; John J. Emery, Pres. of Emery. Fractionating plant. Operation est. to begin spring, 1958. \$4 million.

# ANNUAL REPORTS BOOST MONTH'S NEW PLANT LIST

This month the list of new plants is unusually long, and a number of these facilities has been in operation for some time.

This situation may be explained by the fact that this month's list includes many facilities which were brought to our attention in 1956 year-end reports submitted to us in January and February, 1957, by State Chambers of Commerce and various other state development agencies.

In attempting to report to MR readers a listing of all new plants in the South, we are including in our report this month all plants brought to our notice in 1956 year-end reports which have not been published in MR before, regardless of the date on which they went into operation.

## New Plant Reporters

Beginning with the April issue of MR, each month we are going to publish pictures of our new plant reporters from each State.

These men give invaluable assistance to our new plant reporting service by checking the lists of new plants sent from our office, and by calling to our attention other new industries being located in their areas.

Next month, the pictures of the new plant reporters from the State of Alabama will be published.

# PENNSALT BEGINS ISOTRON OUTPUT

CALVERT CITY, KY. A major plant addition has been completed here at Pennsalt Chemicals' works. This marks the introduction of Isotrons—the company's new line of aerosol propellants and refrigerant gases.

A second isotron unit is under construction and is scheduled for completion later this year. Both projects are part of a \$55 million expansion program.



"Don't answer it. It may be something important."

# a perfect fit!

The ingenious "Tyton Joint" is simple, speedy and sure. A specially designed rubber gasket fits into the bell end of the receiving pipe. The connecting pipe slides easily into place, compressing the gasket, which provides a tight and lasting seal.

"Tyton Joint" is remarkably easy to install. No bell holes. Can be laid in rain or wet trench. Even an inexperienced crew masters the know-how quickly.

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HIS HEAD IN, GRAN'MAW..."



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**PIPE**

**FOR WATER, SEWERAGE AND**



Get the facts on this new joint that saves  
time, trouble, money in the trench.

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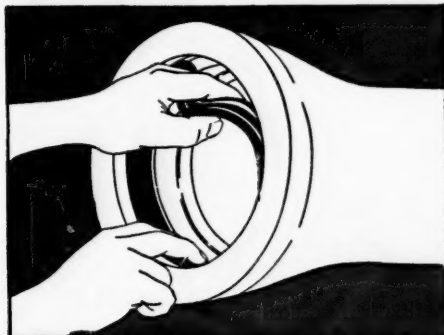


P. W. U. T. B. —

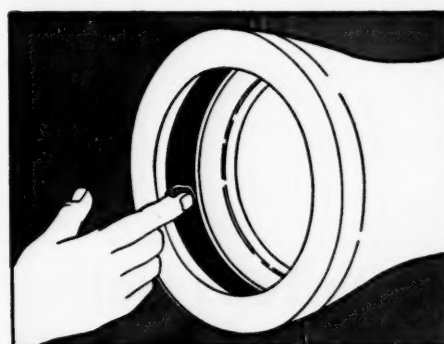
**INDUSTRIAL SERVICE**  **CAST IRON**

# TYTON

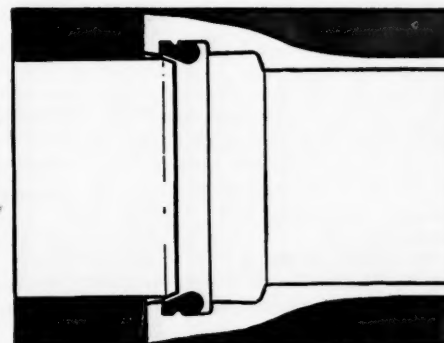
**ONLY FOUR SIMPLE ACTIONS**



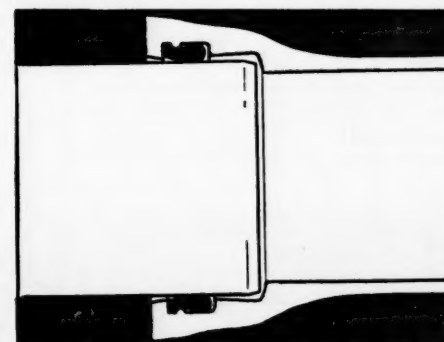
Insert gasket with groove over bead in gasket seat



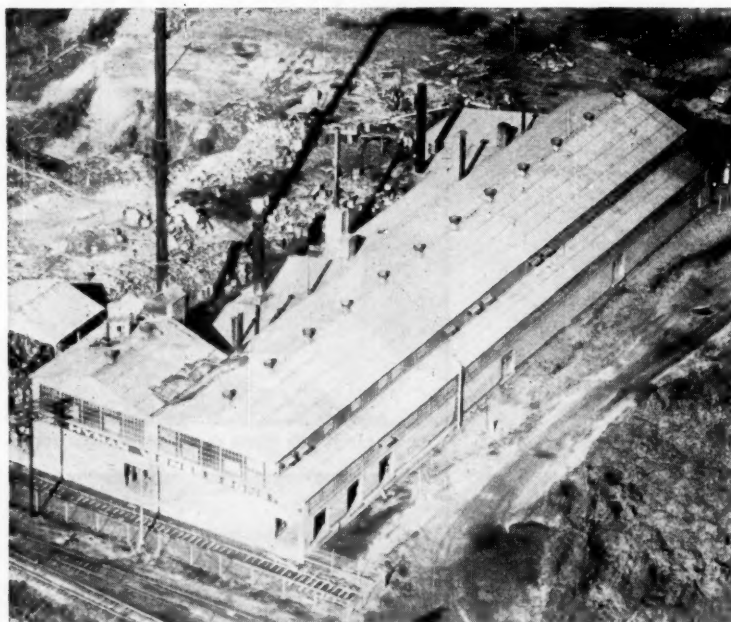
Wipe a film of special lubricant over inside of gasket



Insert plain end of pipe until it contacts gasket



Force plain end to bottom of socket . . . the job's done!



This is the Richmond, Virginia, plant of Hyman Viener & Sons, a firm which this year is celebrating its fiftieth anniversary. The plant is engaged in secondary metal production. Viener also has a mill at Woodbine, Maryland, which produces various types of paper.

## South Tops National Average In Rate of Business Growth

By JOSIE LUCCHESI

The South topped the national average by seven per cent in the chartering of new business incorporations during 1956. This was shown in a special compilation of figures tabulated by Manufacturers Record on the basis of national totals supplied by Dun & Bradstreet, Inc.

The study revealed, for example, that the 15-state Southern area chalked up 33,571 new businesses last year. That record total was 7.08 per cent greater than the 31,354 new charterings reported in 1955.

Nationally, an all-time yearly high of 140,775 new businesses was reported in 1956, but this was an increase of only .8 of a per cent over the 1955 figure of 139,651. Thus the South's gain represented a rise of exactly seven per cent more than the nation.

The accompanying chart gives a breakdown of the relative standing of the 15 Southern states for 1956 as compared to 1955.

Pacing the South was Florida which recorded 8,847 new incorporations in 1956—a total of 1,440 more than the 1955 figure of 7,407. Also, Florida reported the third largest number of

new businesses in the nation during 1956. Indicative of the trend to Southern business sites is the fact that although New York and California led Florida in the number of new corporate enterprises, their rate of growth is far behind that of Florida.

New York ranks first in the nation with 27,211 new concerns chartered in 1956; but this is a definite drop from New York's 1955 total of 28,149. California is second with 14,799 new businesses reported in 1956, as compared with 14,643 chartered in 1955. California's increase, therefore, is 156 as compared to Florida's 1,440.

Texas recorded the second largest number of new incorporations in the South last year. Established in that state in 1956 were 6,193 new concerns—304 more than were reported new in 1955. Another Southern pacemaker is Maryland, reporting the third largest number—2,573—of new concerns in the South in 1956.

December, 1956, was the fifth month last year to show a drop—6.5 per cent—from the like period of 1955 for the United States as a whole. The following chart shows that nearly half of the Southern states at least held their own, while Arkansas and Florida made impressive gains during the month of December, 1956.

State	Dec. 1956	Dec. 1955
ALABAMA	66	66
ARKANSAS	75	22
FLORIDA	787	667
TENNESSEE	134	134
VIRGINIA	171	160
W. VIRGINIA	56	56

### TOTAL NEW BUSINESS IN THE SOUTH

State	1956	1955
ALABAMA	1,076	1,039
ARKANSAS	710	559
FLORIDA	8,847	7,407
GEORGIA	2,110	2,021
KENTUCKY	1,163	1,222
LOUISIANA	1,793	1,598
MARYLAND	2,573	2,627
MISSISSIPPI	654	629
NORTH CAROLINA	1,765	1,813
OKLAHOMA	1,408	1,517
SOUTH CAROLINA	928	881
TENNESSEE	1,475	1,503
TEXAS	6,193	5,889
VIRGINIA	2,157	1,930
W. VIRGINIA	719	719
TOTAL	33,571	31,354

## Texas Market For Electronics Is Expanding

COLLEGE STATION, TEXAS. Producers of electronic equipment in other states are finding a big market in Texas.

Bill R. Shelton, research assistant of the Texas Engineering Experiment Station, said the state buys annually about \$15,422,000 worth of such equipment from outside sources.

At the present time, it was pointed out, electronic manufacturing in Texas is primarily of an assembling nature, and more than 90 per cent of the components used in these assemblies come from out of state.

Included in the Texas-assembled items are radios, seismograph equipment, and medical diagnosing and treating facilities.

As a consequence, the experiment station researchers believe, any electronic component manufacturers locating in the state will find a market not only in this area but also in adjoining states.

## ALCO Acquires New Plant Site

HOUSTON. A new industrial site in Houston has been acquired by ALCO Products, Inc., as the eventual production center for the company's rapidly growing petroleum industry equipment business.

ALCO has just established its petroleum industry equipment division headquarters and has relocated its district sales offices here.

The new industrial site, containing 107 acres, is served by the Missouri Pacific Railroad.

The company said it had no immediate plans for utilizing the site here but hopes to begin construction in the not too distant future.

Currently, ALCO manufactures heat exchangers, finned tube products, well-head equipment and specialty valves at its Beaumont, Texas, plant which is part of the new division. Plants are also at other points over the nation, while the main offices are in New York.

## Texas Eastman Ups Capacity

LONGVIEW, TEXAS. Production capacity of Tenite Polyethylene manufacturing facilities of Texas Eastman Company have been increased again, it was announced here.

W. S. Vaughn, president of Eastman Chemical Products, Inc., said that with

the addition of the new equipment at the Longview plant, annual capacity has now been increased to 55 million pounds.

Eastman Chemical markets the products of both Texas and Tennessee Eastman which are divisions of Eastman Kodak Company.

This is the second substantial increase in the capacity of the Texas plant since Eastman began commercial deliveries of Tenite Polyethylene plastic resin late in 1954.



Multi-story parking garage, Ninth and Cary Streets, Richmond, Va. Architects, Carnuel and Johnston; Contractors, Doyle and Russell; both firms of Richmond.

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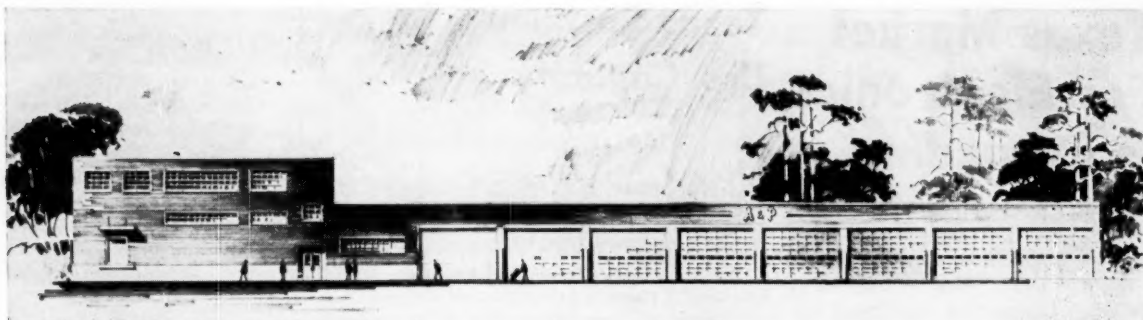
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WATCH FOR NEW PLANT OPENING SOON

FOR BETTER BUILDING — consult your architect or engineer. No matter what your building needs, their professional advice can save your time and money!



The Great Atlantic & Pacific Tea Company will build this warehouse in Charlotte to handle meat processing and cold storage. The plant will cost \$1.15 million and will employ 159 persons. Land is available for future expansion of the building.

## A&P MEAT WAREHOUSE BEING BUILT AT CHARLOTTE

CHARLOTTE. Work is in progress here on a processing and cold storage meat distribution warehouse, involving an investment totaling approximately \$1,250,000, for The Great Atlantic & Pacific Tea Company.

P. M. Bealer Jr., vice president in charge of A&P operations in the Carolinas, said the new structure will have 77,000 square feet of floor space. Completion is anticipated by late this year.

The building will be constructed and owned by the Piedmont & Northern Railway for lease to A&P. Located in the P&N's Chemway Industrial District, the facility will be on a site of approximately five acres.

The first A&P meat warehouse to be located in this section of the country, the new structure will be of brick, steel and concrete construction. There is sufficient land area in the site to provide for a future extension of the building 150 feet northward and for a smaller addition to the South.

Completion of the new unit will bring to four the number of major structures, in addition to stores, operated by A&P in the Charlotte area, and six in North Carolina.

Company officials estimate that some two million pounds of fresh meat would be handled weekly through the Charlotte meat warehouse, replacing the present system of direct store delivery by packers.

Approximately 150 persons will be employed by the addition of the meat warehousing to A&P operations here, it was pointed out.

Under U.S. Department of Agriculture supervision, the meats will be processed for delivery to A&P stores in refrigerated trucks. Among the principal fluctions of the plant will be the processing of luncheon meats, bacon, smoked hams and other meat items.

Construction work is being done by the J. A. Jones Construction Company of Charlotte.

## New Beach City Set For Florida

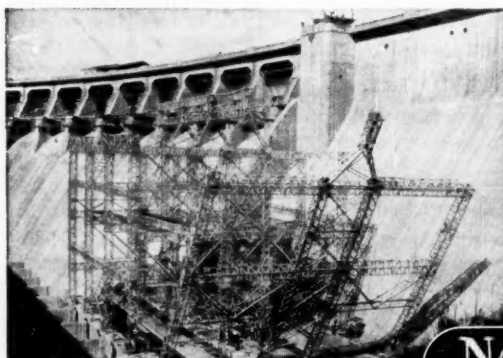
VERO BEACH, FLA. Plans to develop an extensive area of land on the east coast of Florida, at a cost in excess of \$200 million, have been announced by Vero Investors Limited.

The land was acquired by Vero from Fred R. Tuerk, industrialists, rancher and financier, for approximately \$4.5 million.

The new municipality to be built will be called Indian River Shores. The site of the new town has three and a half miles of ocean front and more than 40 miles of waterfront property on rivers, bays and islands. There are some 3,500 acres of land in the area.

Development of the new community will be handled by St. Francis Corporation which is headed by Kenneth Frank Jr., president. He is also president of Kenneth Frank Associates of Washington, D.C.

Page S. Hopkins, of the firm of Maddox and Hopkins, Silver Spring, Maryland, has been named consulting engineer for the project. He said the new community's site will average 18 feet above sea level.



**T**HE Nashville Bridge Company will gladly quote on structural steel requirements anywhere in the South and Southwest. Our skill in the fabrication and erection of intricate steel structures is well-known. We are particularly qualified to supply the Power Distributing Industries with transmission towers and switchyard structures—hot-dip galvanized after fabrication. Fabrication and erection of both steel and machinery for movable type bridges is a specialty. Look to Nashville for simple steel requirements as well as intricate structural jobs.

Plants and offices in Nashville, Tennessee and Bessemer, Alabama. We also own and operate the Bessemer Galvanizing Works—largest galvanizing plant in the South.

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## INDUSTRIAL EXPANSION

### ROTH COMPANY EXPANDS PLANT IN BURLINGTON

BURLINGTON, N.C. The Chester H. Roth Company here has announced plans to begin operating seamless hosiery machines in Burlington.

The machinery will be located in an existing building that Roth had been using previously for other purposes and which contains some 20,000 square feet of floor space.

The company also is taking over a building, which has 15,000 square feet of space, that was formerly used by the Foster Hosiery Mills of Burlington.

Roth's new operation will employ 175 persons and have a payroll of approximately \$500,000 annually. It will produce about 6,000 pairs of hose a week.

The plant was scheduled to begin work around April 1.

Pointing to other new developments in Burlington, Chamber of Commerce Manager George D. Colelough said Western Electric is building an addition to its plant here. He said also that Webco's Tricot operation plans to erect here during this year a new finishing plant which will have 20,000 square feet of floor space.

### More Oklahoma Units Planned By Blue Bell

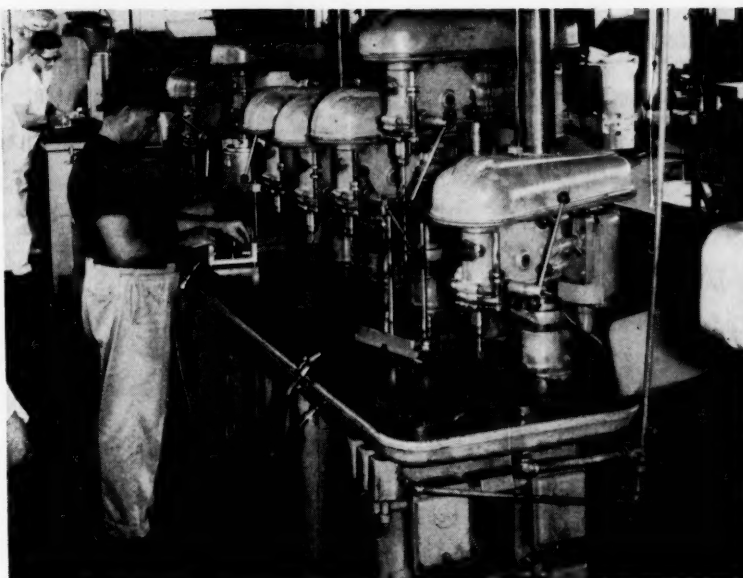
COALGATE, OKLA. Blue Bell, Inc., is opening plants here and in Ada, Oklahoma, according to E. W. Weant, vice president of the company.

Weant said operations are being started at temporary locations in the two cities, but it is expected that new plants will be built, possibly in 1958.

The Coalgate plant, 31st in the company group, will employ some 250 persons, with an annual payroll of between \$500,000 and \$600,000 within three years. Wrangler brand blue jeans will be manufactured here.

Blue Bell's Ada and Coalgate plants, Weant said, are the first of possibly seven to be located in Oklahoma.

The company claims to be the world's largest producer of work and play clothes.



## Palm Beach County offers a big plus to industries seeking the advantage of SKILLED LABOR

If you need skilled people for your quality production, the Port of Palm Beach and Palm Beach County offer advantages in re-locating or establishing branch operations. This area's world-famous "way of life" and working conditions offer you a magnet to attract all the skilled people you need, including technicians, engineers, and other specialists. In addition, the low rate of absenteeism and turnover of this contented, highly productive pool contributes to *reduce your labor costs* . . . "We have found Palm Beach County excellent for manufacturing —labor is plentiful; climate and working conditions inspire a high morale." — Fred F. Patten, Patten Co., Inc.

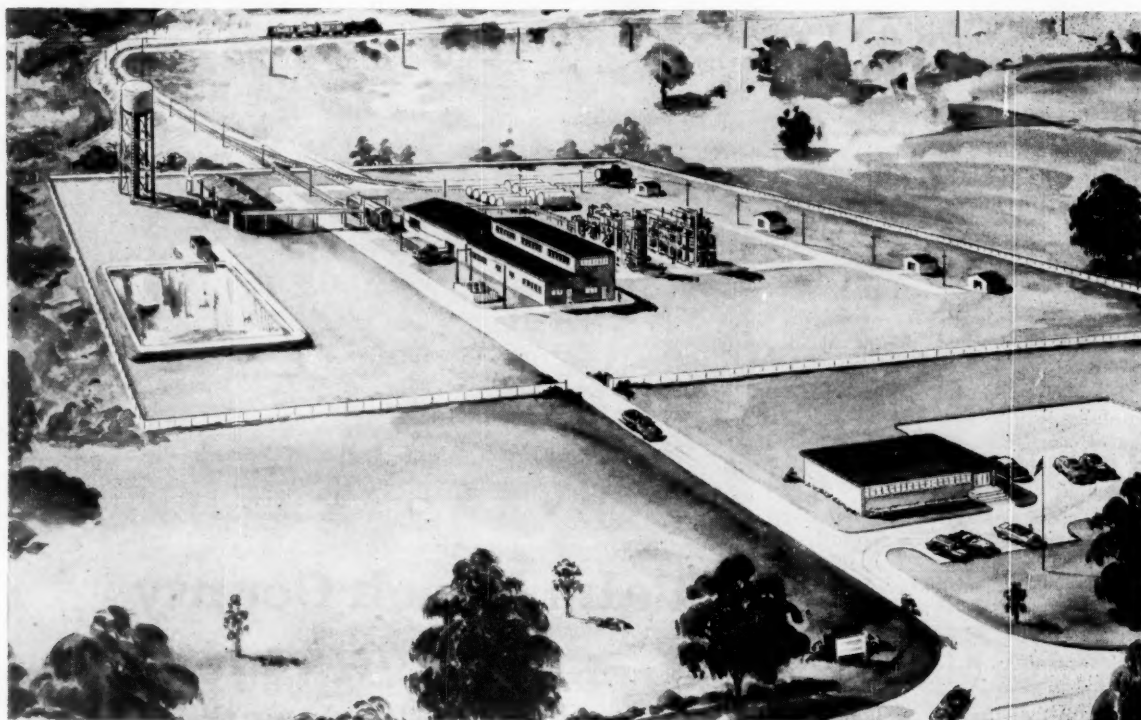
This favorable skilled and semi-skilled labor situation combined with an excellent port (Florida's first in foreign trade value), thousands of acres of plant site availabilities, ample railroad truck transportation, low maintenance costs, and strategic location to three prospering, growing markets make Palm Beach County worth looking into *today*.

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Metal & Thermit Corporation has announced plans to begin construction of the chemical processing plant, shown in the above drawing, at Carrollton, Kentucky. The new facility will be on a tract of 163 acres and is expected to employ from 30 to 35 persons. It will produce organic chemicals for the plastics, textile, pharmaceutical and other industries.

## TWO SOUTHERN PLANTS ANNOUNCED BY DU PONT

### Titanium Dioxide To Be Produced in Tennessee; Output of Silicon Slated At New Carolina Unit.

WILMINGTON, DEL. The Du Pont Company, with headquarters here, has announced plans for two huge new plants in the South, one at New Johnsonville, Tennessee, and the other at Brevard, North Carolina.

The plant in Tennessee, to be on a 1,500-acre site, will produce titanium dioxide and will have a capacity of 125 tons a day. The white pigment is widely used in paint, floor coverings, paper, plastics and many other products.

At Brevard, Du Pont will build the nation's first full-scale plant for the

production of hyper-pure silicon, a vital part of many electronic and electrical devices. It will be on a site of 10,500 acres.

The titanium dioxide plant will employ initially a total of 400 persons in its operating force, and there will be a construction force of more than 1,000 at the peak of building activity. It is expected that the plant will be in operation early in 1959.

Du Pont has two other titanium pigment plants, one at Baltimore, and the other at Edge Moor, Delaware. Both are undergoing expansion of fa-

cilities.

The silicon plant at Brevard will employ about 200 persons in its operating force, although future plans call for a still larger unit. There will be about 300 persons in the construction force during the peak building period.

It is planned that this new facility will be in operation early in 1958, and it is expected to produce about 50,000 pounds annually of semiconductor grade silicon annually.

The Du Pont Company also has exercised an option to purchase a plant site of about 600 acres on the Mississippi River 27 miles upstream from New Orleans and just west of the town of Laplace, La., it was announced here.

The option was exercised by Du Pont's Polychemicals Department to provide for possible future expansion of the department's business. The department manufactures plastics materials, industrial chemicals, and intermediates used in making nylon.

# South's Growth 'Unbelievable'

**A native Texan, who is one of the nation's top industrialists, tells here his impression of the South's economy and the growing importance of the area both as a market and a source of raw and finished materials . . .**

**By L. L. COLBERT**  
**President, Chrysler Corporation**

DETROIT. Like many other people in the United States, I find the economic changes which have occurred in the South since the end of World War II almost unbelievable—even though I have read pages of statistics which reveal what is happening, and even though I have personally observed what is going on in a number of the states.

It is apparent that a sweeping economic upsurge is in progress throughout the area. The new South is vibrant and dynamic—an area in which thousands of people have begun an entirely new way of life.

To me as an automobile man, one facet of this progress is particularly interesting. It is the tremendous increase in automobile registrations. Back in 1945, passenger car registrations in 16 southern states and the District of Columbia totaled 6,213,430. By 1955, just 10 years later, car registrations in these same states had increased to 14,668,371, a jump of nearly eight and one-half million cars! This regional rate of increase, incidentally, is substantially higher than the national increase rate. It is obvious that the South is a vigorously growing market for automobiles.

## Southern Sales High

Sales of Chrysler Corporation automobiles in the South represent an important proportion of our total sales volume. Deliveries in our company's Atlanta sales zone, for example—a zone which includes the states of Georgia, Florida, and Alabama—amounted to nearly 6 per cent of our total U. S. sales for the first 20 days of January this year.

The Dallas zone, which covers Texas and New Mexico, is receiving almost 5 per cent of our total U. S. production. These deliveries and others in the southern area account for

roughly a quarter of our total output. We expect even higher sales percentages in the South this year with the advent of the Spring selling season.

For another aspect of the automobile industry's activity in the South, let's look at some of the products Chrysler Corporation receives from the South for the manufacture and assembly of automotive products.

High on the list of materials shipped to us from the South are the cotton headlining and the synthetic and coated fabrics used for upholstery, door panels, and car interior

trim. During a typical production year, our fabric requirements for such purposes amount to more than 18 million yards. Carpeting is another item shipped to us in large quantities from the South, principally from North Carolina, Georgia, and Virginia. Some 75 per cent of all textiles used in Chrysler-built cars are obtained in southern states.

The crating used by our Export division for shipping cars and trucks abroad is made of lumber from southern mills. To meet our requirements for these boxes during a single month



Chrysler President L. L. Colbert is shown with Mrs. Colbert as they return from a recent trip to Europe where they inspected Chrysler overseas plants.

we use more than 1,000,000 board feet of lumber.

Southern petroleum products, too, are required in volume. We use from eight to nine tank car-loads of soluble oil each month. The transmission fluid in cars with automatic drive shipped from our plants fill four tank cars each month. We average seven tank cars of enamel reducer per month, and motor oil requirements for a single year can mean as many as 1,500,000 gallons of oil. All these products are essential in our manufacturing operations.

#### Travels in Region

Because of dealer meetings and other conferences throughout the South I am doing an increasing amount of traveling in this area. On these flying trips I continually am impressed by the scores of new manufacturing plants sprawling over areas which not long ago were cotton fields or farms. I seldom see many homes in the immediate vicinity of these plants, but I do see hundreds of automobiles parked on all sides. The people employed in these plants, I have learned, think nothing of driving 30 or more miles to work in order to continue living in homes located in communities many miles away.

Factories, happily, need no longer be built in congested urban areas, but can now be constructed far out in the countryside where manufacturing facilities and working conditions approach the ideal. The machine has brought a new prosperity to the South, but it is the automobile which is transporting the worker to the machine so that production can be maintained and living standards further improved.

These new plants in operation throughout the South have helped to promote a rate of economic growth unmatched by any other section of the country. Fifty years ago the southern states had only 9 per cent of the country's manufacturing facilities. Today they have nearly 25 per cent, and experts tell us that 80 per cent of these new factories have been built expressly to fulfill the needs of southern consumers.

Five of the southern states that make up what is frequently called the "Deep South"—Alabama, Georgia, Louisiana, Mississippi, and South Carolina—report that their manufacturing output, personal income, and retail sales have increased more than

As president of Chrysler Corporation, Lester L. "Tex" Colbert directs the operations of one of the world's largest producers of passenger cars and trucks. He was elected president on November 3, 1950, succeeding K. T. Keller who at that time became chairman of the board.

During the previous 17 years he had served in varied executive positions with Chrysler, and prior to being made chief executive of the corporation he had been president of the Dodge Division, the largest division of the company.

Colbert was born in Oakwood, Texas, on June 13, 1905, where his father, Lum Herbert Colbert, had established a general store and was a cotton buyer. In his early teens he was taught by his father how to buy and sell spot cotton, and he earned enough in this highly competitive field during vacations to pay his way through college. Following his graduation from the University of Texas at the age of 19, he went to Harvard University Law School. He also financed himself there by trading in cotton.

After completing his law course, Colbert was employed as a law clerk with the New York firm now named Kelley, Drye, Newhall & Maginnes, general counsel for Chrysler Corporation. He later was named resident attorney for the company at Detroit, and there was launched the career that led to his present position.

Colbert and his wife, the former Daisy Gorman of Oakwood, maintain a home in Texas, and twice each year the family returns there for a visit.

six times over what they were in 1939.

Textile business in South Carolina is now greater than in Massachusetts. Georgia has an aircraft plant which is the biggest single manufacturing installation in the South. Louisiana, Georgia, and South Carolina together are turning out more than a million tons of paper a year. And down in Baton Rouge, which boasts of one of the most concentrated industrial areas in the country, one company alone is turning out more than 700 different products!

#### Diversification

Although King Cotton still reigns in a number of the southern states, he is being severely challenged by other crops and products. Cattle, grain, steel, textiles, papermaking, chemicals and synthetics—these are increasing at astounding speed. In Georgia alone, income from cattle, hogs, poultry and dairy products is now larger than that from cotton and tobacco.

Industrial activity naturally stimulates growth in other fields—and makes for higher personal income across the board. According to the report issued by the U. S. Senate Committee on Banking and Currency last year, the per capita income of the South in 1929 was only half the average for the United States. By 1955

the per capita income had risen to 70 per cent of the national average—still not what it should be, but a challenge which the South is meeting practically everywhere.

The most significant thing, however, is that during this period per capita income in the South, measured in terms of current dollars, has increased by 257 per cent while the increase for the rest of the country has been 141 per cent. And more than half the gain made since 1929 was made during the 1940-1945 World War II era.

Also significant is the fact that total personal income between 1940 and 1955 increased on the average of 277 per cent for the nation as a whole, but a robust 355 per cent for the South itself. These figures speak for themselves.

Another manifestation of the new economy in the South is the boom in the banking business. Banking resources in the United States during the past 15 years have increased approximately three times, but in the South they have increased from four to eight times! Here is further strong evidence of the increased financial activity, both by individuals and by business in general—and the increased income levels such activity reflects. Yet, with consumer income and consumer buying at unprecedented levels



## R. E. SCHULER PROMOTED; SEES FURTHER EXPANSION



"The New South is vibrant and dynamic—an entirely new way of life."

today, think what they may attain during the next ten years if 10,000 additional plants are built in the South as predicted by the Southern Association of Science and Industry.

Chrysler Corporation hopes to build an increasing share of the cars and trucks which will be sold in the Southern states during these exciting years. I know, too, that in our long-range planning we shall give serious consideration to the possibility of establishing a southern assembly plant to augment the plants we now have in Michigan, California, Indiana, and Delaware. At the present time, nearly 29 per cent of our dealer organization is concentrated in 16 southern states and the District of Columbia. We aim to have outstanding sales and service facilities in the fast-growing southern market.

In view of the great economic changes now under way—changes which give every indication of extending far into the future, the South will continue to offer tremendous opportunities for the automobile industry and to industries of all kinds.

Increased use of automobiles will contribute to the prosperity of the South as a whole. As an automobile man I am proud of the part our industry is playing in the economic expansion of the South. The personal and commercial transportation provided by passenger cars and trucks is a vital factor in that expansion.

BIRMINGHAM. R. E. Schuler, the man who has directed Anderson Electric Company here through a remarkable period of growth, has set his sights on another era of outstanding development for his firm.

Schuler, who recently moved up to the position of chairman of the board, has been a driving force in the company for the past 32 years.

His leadership has helped Anderson Electric grow from a small brass foundry making die castings and special order material to a recognized leader in the manufacture of electrical power connectors, clamps, fittings and accessories.

Today, the company makes 75 per cent of all connectors used in all national transformer production, and the organization is completely self-sufficient from ingot to finished product. A pioneer in the use of aluminum, Anderson Electric's output is now 75 per cent in that metal.

Schuler in 1956 was named Man of the Year by the Alabama Council of the National Association of Foremen, and he is a member of the National Electrical Manufacturers Association.

Succeeding Schuler as president when he moved up to board chairman was Thomas H. Fox, formerly executive vice president. Fox also assumed

the additional duties of treasurer and general manager of the company.

Prior to his 10-year association with Anderson, Fox was with the legal department of the First National Bank of Birmingham.

Other executive changes included the election of John H. Schuler as vice president and secretary. He has been with Anderson Electric for eight years and was formerly assistant to Fox.

R. L. Lock, vice president, is continuing in his present capacity and completes the executive staff of the company.



John H. Schuler, vice president, Anderson Electric Corp.



R. E. Schuler, new Anderson Electric board chairman, looks forward to another era of expansion in his fast-growing firm.

OTHER NEWSMAKERS:

**E. Allen Lindley**—Named southern regional sales manager of industrial line tools for Skil Corporation, portable power tool manufacturer, in Charlotte, North Carolina.

**John Potter**—Appointed manager of community relations for Texas Gas Transmission Corporation, Owensboro, Kentucky.

**Stirling Turner**—Promoted to the newly-created post of assistant to the plant manager of the Chemstrand Corporation nylon plant, Pensacola, Florida.

**James A. Dildy**—Named area and industrial development director for Arkansas Power & Light Co., Little Rock, Arkansas.

**William S. Ginn**—Native of Atlanta and graduate of Georgia Tech, has been elected a vice president of the General Electric Company and is stationed at Pittsfield, Massachusetts.

**J. "Bob" Jamison**—Appointed vice president in charge of sales for the Lambert Corporation of Florida, a paint, waterproofing and building construction firm, with headquarters at Orlando.

**Dr. James G. Harlow**—Elected executive vice president of the Frontiers of Science Foundation of Oklahoma, Oklahoma City.

**Lee F. Samler**—Appointed vice president and general manager of the Saran Yarns Company of Odenton, Maryland. Saran is jointly owned by the Dow Chemical Company and the National Plastic Products Company.

**Fred T. "Pat" Thayer**—Construction company executive is the new president of the Builders Exchange, central organization of the construction industry in Memphis.

**Floyd A. White, Jr.**—Named sales manager of the Southeastern region for Vulcan Steel Container Company, Birmingham.

**Charles B. Little**—Has taken the position of Southwestern sales manager for Vulcan Steel Container, Birmingham.

**Myron L. Ball**—Appointed district sales manager in Atlanta for Blaw-Knox Company's Power Piping & Sprinkler Division.

**Nelson J. Kemp**—Elected vice president in charge of finance for Continental Gin Co., Birmingham.

**George C. Morgan**—Named vice president in charge of the Industrial Division of Continental Gin, Birmingham.

**Barney L. Crowe**—Promoted to the position of manager of the newly-formed Charlotte, North Carolina, sales division of the General Tire & Rubber Company.

**Irvine D. Daniels**—Appointed general manager of General Electric's receiving tube department at Owensboro, Kentucky.

**Elmer C. Shue**—Has been made Southeastern regional service manager of the Black & Decker Manufacturing Company, Towson, Maryland.

**Robert J. DeLargey**—Advanced to the post of director of engineering for the Chemical Divisions of Food Machinery and Chemical Corporation, at South Charleston, West Virginia.

**Dr. Harold C. Fisher**—Chief of the Southern Utilization Research Branch, U. S. Department of Agriculture at New Orleans, has received the Southern Chemist Award and was cited as "a brilliant research scientist and inspiring and untiring leader of research."

**James M. Johnston**—Elected to the board of directors of the Atlantic Research Corporation, Alexandria, Virginia. He is senior partner in the Washington, D.C., investment banking firm of Johnston, Lemon & Company.

**W. R. Hutson**—Named vice president and secretary of the Hutson Division of the Gibson-Homans Company, Conyers, Georgia. Previously he was secretary-treasurer of the firm.

**W. C. McKay**—Appointed executive vice president of the newly-formed Kershaw Equipment Leasing Corporation. He was formerly assistant vice president in charge of operations at Philadelphia. In his new capacity he will have headquarters at Montgomery, Alabama.

**E. Monroe Hornsby**—Elected manager of the Mid-States branch of Fulton Bag & Cotton Mills. A vice president of the company, Hornsby is a native of Atlanta and before his latest change was manager of Fulton's St. Louis branch.

**R. L. Huffines, Jr.**—Named chairman of the board of the recently-formed Southern Division of Frank C. Binswanger, Inc. Huffines, former president of Textron, Inc., resides in White Hall, South Carolina, and Greenwich, Connecticut.

**C. E. Russell**—Elevated from works manager to vice president in charge of manufacturing at the J. B. Beaird Company, Inc., Sheveport manufacturer of heavy steel products.

**Richard Wiegand**—Appointed director of the short courses and conferences department at the Georgia Tech Engineering Extension Division.

**George S. Adams**—Named manager of General accounting for Atlantic Steel Company, Atlanta. He is a native of Athens, Georgia.

**Randolph M. Duncan**—Appointed manager of General Electric's receiving tube plant at Owensboro, Kentucky. Previously he had been manager of finance at Owensboro.

**R. H. Fisackerly**—Promoted to general sales manager for Mississippi Chemical Corporation, Yazoo City. He formerly served MCC as field representative and later as director of field services.

**Leonard T. Kernen**—Joined staff of Sessions Engineering Company, Chicago. He previously was assistant director of the industrial development division of the Kentucky State Department of Economic Development and is a native of Frankfort.

**Maj. Gen. Harry O. Reichelderfer**—Named Assistant vice president in the Physical Sciences Division of Southwest Research Institute, Dallas. Retired from the U.S. Army, Reichelderfer is former deputy commanding general of the Fourth Army.

**Fred A. Kusta**—Appointed general plant manager of Vulcan Steel Container Company, Birmingham.

**John Carson**—Named superintendent of Vulcan Steel Container, Birmingham.

**W. J. Winfree**—Appointed superintendent of the Seaboard Air Line Railroad at Tampa.

**C. H. Lineberger**—Transferred from Tampa to Atlanta as superintendent of the Seaboard's Georgia Division.

**John M. Wasson**—Elected vice president and general manager—North Carolina for Southern Bell Telephone and telegraph Company. He formerly was South Carolina vice president and general manager.

**Walter G. Edwards**—Named South Carolina general manager for Southern Bell.

**Frank Newton**—Appointed Alabama general manager for the Southern Bell.

**J. J. Lincoln, Jr.**—Elected vice president-Southern region, with headquarters in Houston, Texas, for Air Reduction Sales Company.

**E. R. Brooks**—Appointed vice president for production at Atlanta Paper Company, Atlanta, Georgia.

## Cotton Institute Sets Convention At Palm Beach

CHARLOTTE, N.C. American Cotton Manufacturers Institute President F. E. Grier of Greenwood, S.C., has announced that the trade association's annual convention will be held in Palm Beach April 4-6. An attendance of between 800 and 1,000 is expected.

Grier said that details of the convention would be announced later, but it is expected that developments in the battle against textile imports from low-wage countries will be an important topic.

The Institute has devoted much time in the past year to the imports problem.

Officers and eight new board members will be elected at the convention. If custom is followed, L. G. Hardman, Jr., of Commerce, Ga., the first vice president, will become president.

Other officers of the Institute are: Halbert M. Jones of Laurinburg, N.C., second vice president; Robert C. Jackson, Washington, executive vice president, and F. S. Love, Charlotte, secretary-treasurer.

Convention information, including room reservation forms, transportation schedules and other data, have been sent to ACMI member mills from Maine to Texas. Similar information will be sent to associate members from allied industries.

A meeting of the Institute's board of directors on April 3 will precede the convention. A luncheon meeting of the new board will close the convention Saturday afternoon, April 6.

## Alcoa Installs 20,000-Foot New Pipe Line

POINT COMFORT, TEXAS. Installation of a major aluminum, gas-carrying pipe line that resists corrosion without costly external protection was completed recently by Aluminum Company of America.

Eight inches in diameter and 20,000 ft. in length, the big pipe line ranks as the largest, longest unprotected aluminum gas transmission line now in service. It was installed by Lavaca Pipe Line Company as part of the gas transportation system servicing Alcoa's Point Comfort (Tex.) operations.

Extending through nearly four miles of rural area, the schedule 40 pipe is buried in soil ranging from sand and gumbo, to salty marsh. Completely de-



Worker uses welder on a length of pipe installed by Lavaca Pipe Line Company in Texas. The aluminum pipe is in 40-foot lengths.

void of protective coatings and anodes, the aluminum line is shielded only by electrical insulation at certain flanged joints. Anodes will be installed on test sections, however, to provide a detailed study of their effectiveness.

Alcoa is counting on the high corrosion-resistance of aluminum pipe to deliver long, efficient, low-cost service. Performance of the pipe line is expected to confirm dramatically the light metal's suitability for tough oil country use.



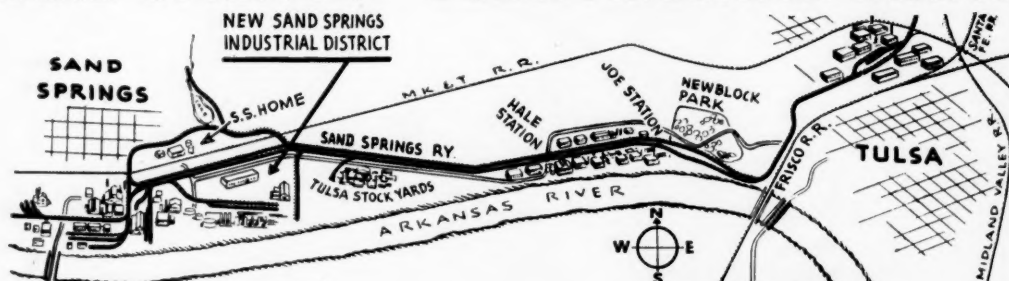
Extending through nearly four miles of rural Texas area, this Alcoa aluminum pipe line was buried completely devoid of protective coatings and anodes. It runs through terrain varying from sand to salty marsh.

## REGIONAL REPORTS



The Atlantic Steel Company's new rod and bar mill in Atlanta has more than 22,000 square feet of Alsynite translucent Fiberglas panels to let in light. The panels, visible in roof, are made by combining Fiberglas mat with polyester resins under heat and pressure. The building is 749 feet long and 100 feet wide.

## Nearly 100 Industries Selected Oklahoma's SAND SPRINGS—TULSA Industrial District!



### WHO THEY ARE . . .

Commander Mills, Inc., South West Box Co., Kerr Glass Mfg. Corp., American Smelting and Refining Co., Southwest Porcelain Steel Corp., Pedrick Laboratories, Inc., Orbit Valve Co., National Tank Co., Frank Wheatley Pump and Valve Mfr., Lock Joint Pipe Co., General Paint Corp., American Steel and Wire Co., Bethlehem Steel Co., Lincoln Electric Co., Southwest Steel Corp., Standard Magnesium Corp., Standard Aluminum Co., Enardo Mfg. Co., Sheffield Steel Corp., The Boardman Co., Youngstown Steel Products Co., Mo-Vi, Inc., Bayles Galvanizing Co., Stanley Home Products Co., Santa Fe Engineering and Equipment Co., The Fibercast Corp., Graver Tank & Mfg. Co. and many others.

### WHAT THEY MAKE . . .

Products manufactured and distributed in the national market (many of them exported) by the Sand Springs-Tulsa area companies include Textiles, Fruit Jars, Corrugated Boxes, Zinc Products, Steel, Electric Fixtures, Chemicals, Canned Foods, Janitor Supplies, Meat Products, Petroleum Products, Dog Food, Porcelain Enameled Steel, Paints and Varnishes, Building Materials and many others.

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## Tool Engineers Will Celebrate With Broadcast

HOUSTON. The Silver Anniversary of the American Society of Tool Engineers will be climaxed during the week of March 23-28 at the annual meeting in Houston of the organization.

Included on the program will be a closed-circuit broadcast to the various ASTE chapters on the night of March 25 when the anniversary banquet is held.

One outstanding feature of the broadcast will be the simultaneous installation of all national chapter officers and directors—more than 1,100 of them in 143 chapters all over the United States and Canada.

Other portions of the broadcast will include live comments and salutes from chief industrial executives, statesmen, educators, foreign dignitaries and entertainers.

Another first in the expansion of the organization's operations on a world-wide basis will be the actual on-the-spot long distance telephone chartering of an Australian chapter, as part of the broadcast.

Still another news event will be the release of some new and previously restricted information on Project Vanguard, the Earth Satellite operation.

## Southern Pine Sets April Meet

NEW ORLEANS. The tools that will mold the future of the Southern pine lumber industry will be presented here April 8 through 10 at the 42nd annual convention of the Southern Pine Association.

The huge exposition will be held on the New Orleans lake front, according to W. R. Warner, of Warren, Arkansas, chairman of the association's Mechanical Efficiency Committee. All the latest equipment for lumber manufacturing and logging will be on display, he said.

The forthcoming event will be the

fourth of its type sponsored by the organization during annual meetings. Earlier expositions were conducted in 1950, 1953 and 1955. Chairman Warner said, however, that the new edition will be far more complete and more significant than its predecessors.


"This New Year," he said, "finds the industry confronted with fresh rises in operating costs. It also finds the Southern Pine Association engaged in a crusade for standards—the promotion of quality lumber. More

mechanization is a must," he continued, "first to help offset rising costs and, secondly, to establish the close quality control essential to the success of a program of standards."

Warner pointed out further that the integration of forest products manufacture has arrived and is spreading throughout the Southern lumber industry. He said it is highly significant that small mill operators, as well as the large ones, are aware of the need for mechanization.

## One Source For Your Laboratory Needs . . .

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Fork lift truck unloads new steel "Deltainer" of chemicals from a trailer truck bed. The containers are manufactured by Delta Tank Manufacturing Company, wholly-owned subsidiary of General Gas Corporation, Baton Rouge, Louisiana.

## DELTA TANK CO. PRODUCES MULTI-PURPOSE NEW BIN

BATON ROUGE. Delta Tank Manufacturing Company here is now in production on a new portable steel bin for storage and shipment of granular or powdered materials.

Called "Deltainer," the unique, multi-purpose, highly adaptable and weatherproof bin forms the basis for the trademarked "Un-Hopper" system for shipping of Food Machinery and Chemical Corp.

The manufacturer claims that the new containers cut packaging and storage costs and provide an economical

method of in-plant transportation. When shipped by truck or on specially designed freight cars, the bins are considered part of the carrying vehicle and are thus qualified for transportation without freight charge on the bins.

Both shipper and receiver of "Deltainer" shipments can quickly and easily demount and transport individual bins within their plants with conventional pallet trucks, fork life trucks or overhead cranes.

Delta Tank is a wholly-owned subsidiary of General Gas Corporation.

## Homelite Plans Summer Move

GASTONIA, N.C. Homelite is expecting to move into its new plant here by this coming Summer, it was announced by J. Allen Abbott, president of the organization.

The company, a division of Textron, Inc., will transfer its entire chain saw production from its present location in Port Chester, N.Y. Between 400 to 500 persons eventually will be employed here.

The one-story plant, 360 feet on all four sides, will have a second story section housing a cafeteria and offices above the main entrance. It will be completely air conditioned and will have completely new machinery.

## Tech Develops New Chemical Surface Finish

ATLANTA. A new protective coating material, for interior and exterior structural surfaces, has been developed by the Research Institute of the Georgia Institute of Technology and is now finding widespread use.

The modified latex emulsions, which combine cement and "cementitious" materials, are being made available through Surco International Corporation here. Officials said the concentrates were developed by the Tech Research Institute after "years of testing."

The concentrates are based on Pliolite latex, a product of the Chemical Division of the Goodyear Tire & Rubber Company. It was explained that addition of the latex to the cement concentrates provides flexibility, impact strength, water resistance and improved adhesion to other surfaces. They will adhere to concrete, masonry, stone, wood, metals, glass, or virtually any other clean surface.



The front, back and side vertical surfaces of the Delta Sigma Phi fraternity house at Georgia Tech are coated with Surco Terrazzo, a product developed at Tech.

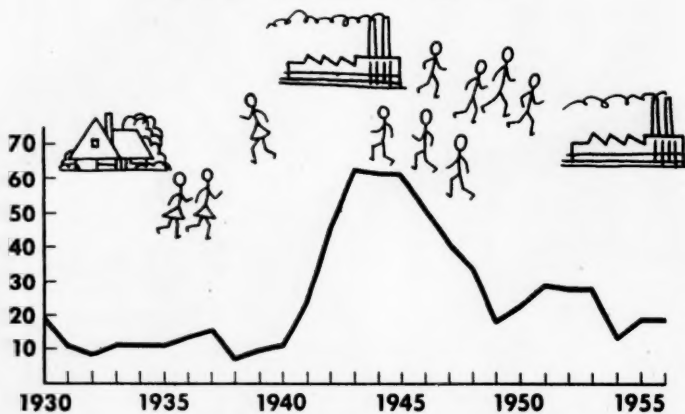
The latex binder developed for interior applications possesses high tensile strength and resistance to organic fats and oils. It also has remarkable hard wearing characteristics on indoor surfaces, and is a durable underlay for ceramic and quarry tile.

In addition to water resistance, the exterior concentrate offers resistance to water, weather, inorganic acids, alkalis and salts, and is outstanding for concrete surface finishing and roof coating work. It also is used to water-proof plaster and stucco surfaces.



This new warehouse of Florida Retail Grocers, Inc., recently went into operation at Tampa. It has 94,000 square feet of space and serves 221 retail stores in the Florida west coast area.

## FACTORY WORKERS' MOBILITY (Percentage Leaving Jobs)



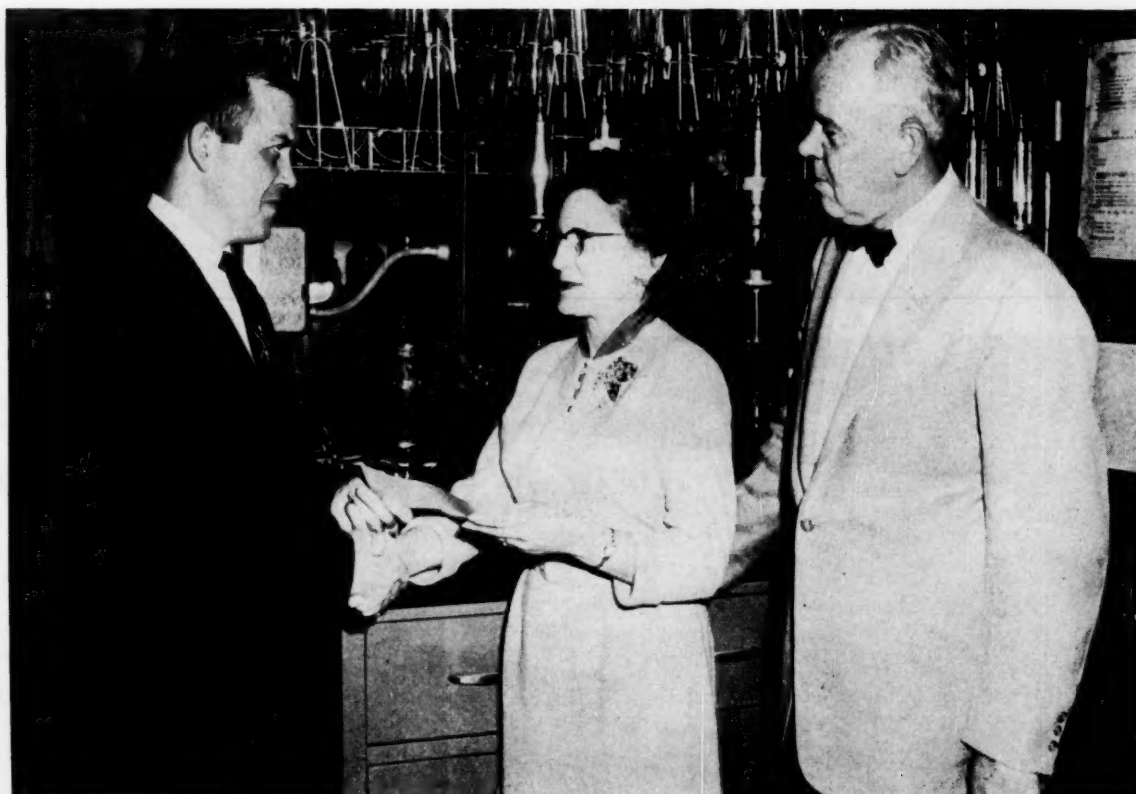
Prepared by NAM from Gov't Statistics

While unemployment figures often are cited for an adverse political effect, conversely those showing the great number of employees who leave their jobs, mostly to take advantage of better opportunities, are overlooked.

For instance, last year on the average of 1 out of 5 employees in manufacturing quit their jobs voluntarily. Some retired, others were women getting married or returning to their homes. But the majority were going to new and better jobs.

A high degree of mobility of workers is a necessary factor in times of rapid industrial expansion and decentralization. But this can be costly to employers during time of employee shortages.

Voluntary "quits" invariably are higher when labor markets are tight. This is evidenced by the chart shown at the left, its peak rate being during the war years.



Joseph C. Holmes, assistant to the manager of research and development for Philip Morris, Inc., presents a corporate contribution check to Mrs. B. G. Heatwold, chairman of the advisory committee of the Virginia Academy of Science. Dr. William G. Guy, President-elect of the academy, looks on. The grant will permit continuation of awards made to outstanding exhibitors at the annual exhibit of the academy.





## **The South On the Move: Transportation And Travel**

**Southerners everywhere are on the move, and travel accommodations, like this Hotel Statler in Dallas, are being constantly improved. Read the South's transportation and travel story in the following pages.**



The Oklahoma City toll gate on the Turner Turnpike, approximately 12 miles northeast of Oklahoma's capital city. This is typical of the many new road improvements being made to aid motor travel throughout the South.

## Transport Progress Sparks Southern Growth

**On land, on water and in the air improved methods of transportation are providing a strong stimulus to the over-all economic development of the South. Here is the region's transportation and travel story...**

**By Jouett Davenport, Jr.**

Ever since the days, lost in antiquity, when man first developed the wheel and crude boats, and learned to train beasts of burden, mobility has become an increasingly important factor in daily living.

At no time in history, of course, has the ability to move goods and people been as great as it is today, and tomorrow's innovations in transportation and travel promise even more startling developments.

The Southern area of the United States has many natural advantages to aid the mobility of its people. In addition, the region's expanding industrial community and rapid growth of tourist attractions has given new

impetus to transport activities.

With less than a third of the nation's land area, the 15-state Southern area has well over a third of the waterways. The region also has, in round figures, some 33 per cent of the highway mileage in the United States, 32 per cent of the railway mileage and 33 per cent of the airway mileage.

To accommodate travelers, the South has more than six thousand hotels and approximately ten thousand motels. There are also some 2,500 commercial warehouses and freight terminals for the handling of a great variety of commodities.

Back of these man-made facilities lie an unsurpassed supply of supporting natural resources, including water power, woodlands, coal, natural gas and petroleum.

From these come the means for providing transport power, and they also provide a basis for much of the industry which is creating an ever-increasing need for mobility.

Motor vehicles, particularly automobiles, which have revolutionized the economy in the past half century, provide directly and indirectly a tremendous proportion of the business and income in the South.

Over the nation as a whole, one out of every seven employed persons is working in highway transport industries, or a total of 10,092,210. In the 15-state Southern area, 3,046,138 persons are employed in these industries or nearly one third of the national total.

### Vehicle Registrations

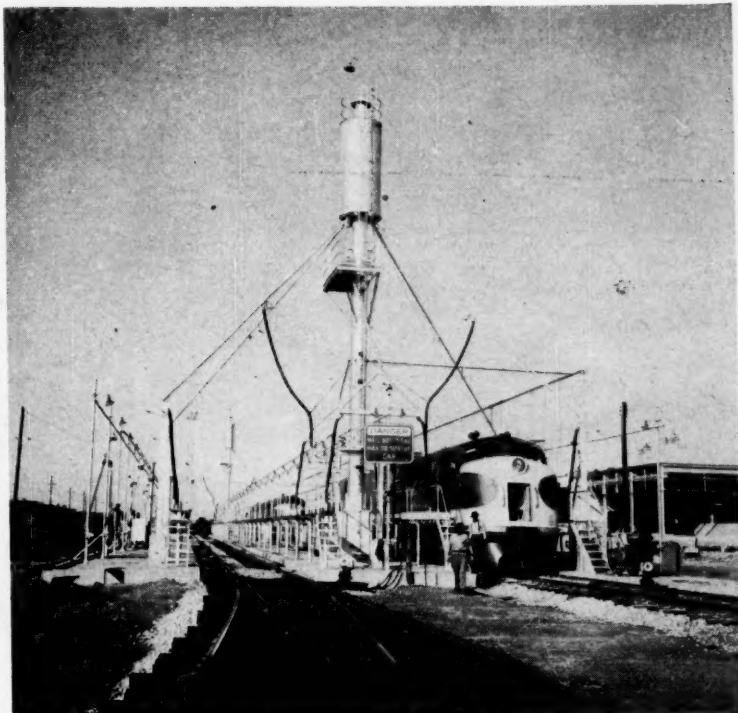
As shown on one of the accompanying charts, in 1955 there were 18,116,665 passenger cars, buses and motor trucks registered in the South, as compared to 62,793,749 for the nation as a whole.

A breakdown of the figures for the South showed 14,393,891 passenger cars, 97,954 buses and 3,624,820 motor trucks registered.

Two Southern states rank among the top ten in total car registrations. Texas ranks sixth with 3,052,093, while Florida is tenth in the nation with 1,372,955 registrations.

In motor truck registrations, Texas is No. 2 in the nation, with 800,553 such vehicles licensed.

Production of automobiles and trucks also is an important industry in the South, even though Detroit remains the center of such output. In



Washing and sanding facilities for diesel locomotives are located outside the diesel repair shop at Norris Yard, the Southern Railway system's \$10 million freight yard at Birmingham.

1956, for instance, branch plants in five Southern states produced a total of 718,759 units, and this amounted to 12.4 per cent of the national total production.

With the South having about one-third of the highway mileage, travel by bus in this region is another major means of transportation. This type of travel facility also is being constantly improved and expanded, and new bus terminals are appearing in many Southern cities.

Greyhound Corporation, which is the world's largest passenger transportation company, currently has under way, for example, a program to provide new stations in seven cities at a cost of \$11,267,000. Included are a new million-dollar terminal at Jacksonville, Florida, another one at Fort Lauderdale, and one is planned for Richmond, Virginia.

Concerning the future of bus travel, Greyhound President Arthur S. Genet has predicted that by 1966 the intercity bus transportation industry will be a billion-dollar-a-year industry, or more than twice its present level.

He added: "I believe that by that time the number of communities entirely dependent on buses for public transportation will increase from 50,000 to 100,000. And, as for the buses themselves, you're going to see exciting new developments: Lighter weights, more glass, more color, and most of all, greater safety . . ."

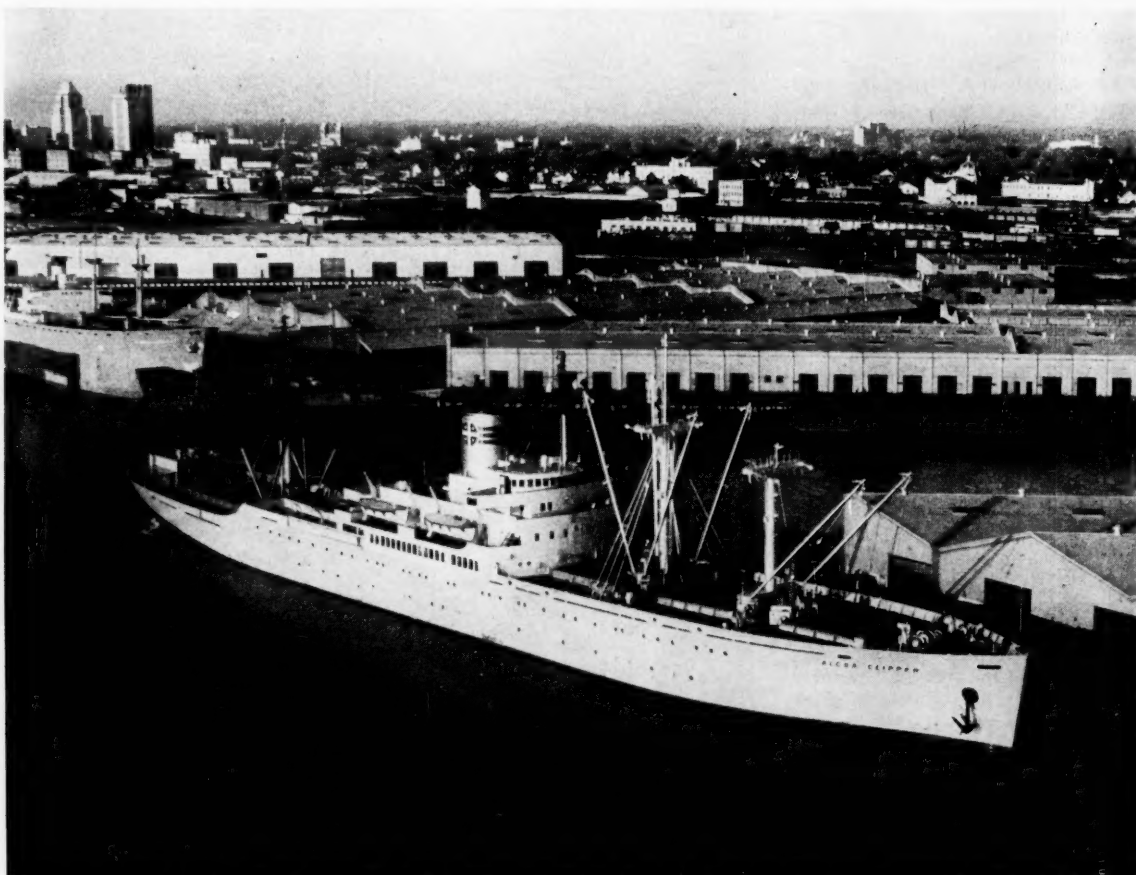
### New Roads Planned

The roads upon which the buses, trucks and cars travel will be greatly augmented in the next 13 years by America's new "magic carpet," the super-highway system which will link every state of the Union.

Not since Caesar's days has the world seen anything like this national road building program. The Roman emperors built a 50,000-mile grid, but it took them 500 years to do it.

President Eisenhower's program provides for 41,000 miles of multi-lane, divided highways during the 13-year period. By the time the program is completed, more mileage undoubtedly will have been added. Also, ex-

# TRANSPORTATION AND TRAVEL



Leaving the Port of Mobile and headed for the Caribbean is one of Alcoa's Clippers. This cargo-passenger ship affords a cruise at minimum cost. Passenger accommodations aboard the Clipper include 27 staterooms, a swimming pool and other recreational facilities. The passenger list is generally 65, making possible a leisurely and informal cruise to a number of Caribbean ports. Cruises vary from 10 to 42 days and offer a variety of itineraries.

FIGURES ON FACTORS IN THE SOUTH'S TRANSPORT PICTURE

State	Land Area Sq. mi.	Inland Water Area Sq. mi.	High-way Mileage (000)	Rail-way Mileage (000)	Air-way Mileage (000)	Foreign Trade \$ Mil.	Hotels (number)	Tourist Courts (number)	Warehouses and Terminals (number)
Ala.	51,078	531	67.8	5.3	.8	142.7	177	257	168
Ark.	52,725	377	71.3	4.5	.3		232	508	72
Fla.	54,262	4,298	55.2	5.1	1.5	323.6	1,465	2,778	124
Ga.	58,518	358	92.5	6.6	1.0	89.7	265	500	212
Ky.	40,109	286	63.5	3.9	.4		238	384	81
La.	45,177	3,346	46.6	5.0	.9	1,499.1	232	266	138
Md.	9,887	690	19.7	1.5	.3	916.8	216	235	65
Miss.	47,420	296	66.3	3.9	.6	13.0	160	235	106
N. C.	49,142	3,570	75.5	4.7	.6	28.2	306	605	202
Okla.	69,283	635	99.3	6.1	.4		499	459	128
S. C.	30,594	461	52.5	3.4	.7	141.5	169	298	100
Tenn.	41,961	285	69.8	3.8	.8		292	556	123
Tex.	263,644	3,695	224.9	16.7	3.8	1,726.6	1,166	2,062	585
Va.	39,899	916	54.2	4.4	.8	680.3	357	620	129
W. Va.	24,000	91	36.2	4.1	.4		194	144	41
Total U. S.	2,977,128	45,259	3,366.2	236.5	40.0	18,490.2	24,738	29,425	7,603
Total SOUTH	877,789	19,836	1,095.3	79.0	13.3	5,561.5	5,968	9,907	2,274
Per cent SOUTH	29.5	43.8	32.5	33.5	33.2	30.0	24.5	33.7	30.3

isting roads will have to be improved to 1974 traffic standards, and feeder roads and interconnecting routes will have to be built.

During the period the Federal Government is committed to spend \$27.7 billion on the approved interstate system, and the states will spend an additional \$4.8 billion.

When the regular Federal aid appropriation of \$850 millions annually, and the expenditures for other state and local roads and streets are added, the total expenditures will more than double the \$32.5 billion appropriated for the interstate highway system.

In addition to providing faster, safer travel for motor vehicles, the interstate freeways will also speed the dispersal of key industrial plants. Moreover, they will create sites for



## TRANSPORTATION AND TRAVEL

### MOTOR VEHICLE REGISTRATIONS

	Passenger cars	Buses	Motor trucks	Total
Ala.	834,528	6,089	200,624	1,041,241
Ark.	399,244	3,415	181,591	584,250
Fla.	1,372,955	4,858	237,839	1,615,652
Ga.	988,079	6,566	244,273	1,238,918
Ky.	819,617	4,781	208,007	1,032,405
La.	752,197	5,120	194,354	951,671
Md.	803,796	5,290	129,209	938,295
Miss.	451,554	5,883	179,107	636,544
N. C.	1,146,033	13,325	277,819	1,437,177
Okla.	761,129	6,643	258,016	1,025,788
S. C.	638,124	6,163	137,900	782,187
Tenn.	925,292	4,578	238,425	1,168,295
Texas	3,052,093	16,336	800,553	3,868,982
Va.	1,019,586	6,140	217,196	1,242,922
W. Va.	429,664	2,767	119,907	552,338
South	14,393,891	97,954	3,624,820	18,116,665
U. S.	52,173,234	255,249	10,365,266	62,793,749

Source: Automobile Manufacturers Association

new factories, warehouses and shopping centers.

It is expected that the new freeways will carry 20 per cent of all road traffic when more than 90 million vehicles will be on the road by 1975.

For the fiscal year ended June 30, 1947, Federal aid road funds apportioned to the various states total \$1,986,875,000, according to the U.S. Bureau of Public Roads. The share of this going to the 15 states in the South is \$609,540,143.

The airlines—man's newest and fastest mode of transportation—are literally and figuratively soaring to new heights almost daily. Airline routes cross-cross the South to such an extent that every major city is served by one or more lines, and local service routes serve a great many of the smaller communities.

#### Airlines Important

Big airlines headquartered in the South include Delta, Atlanta; Braniff, Dallas, and National, Miami. Among local service lines are Southern Airways, Atlanta; Trans-Texas, Houston, and Piedmont, Winston-Salem. In addition, Eastern Air Lines, which has headquarters in New York, has important bases at several Southern points, including major installations in Miami, Capital, with general offices in Washington, D. C., also serves a large part of the Southern region.

All these lines have continuing expansion programs in progress and are moving rapidly toward the jet age of commercial air transportation.

Delta, for example, will increase its office space at the Atlanta Airport by 21.8 per cent when a new wing to its general headquarters is completed in

August. This is involving an outlay of \$300,000.

Besides that, Delta is spending another \$300,000 in improving facilities at the Atlanta terminal. Contracts for this will be let later in the Spring, and completion is scheduled in August.

Delta's routes extend from New York and Chicago to Miami, New Orleans and points in Texas. The line also serves six Caribbean countries.

In his annual report, Delta Presi-

dent and General Manager C. E. Woolman commented: "If present economic trends continue, 1957 will prove to be the best year in airline history," as both airline traffic and revenues should exceed last year's record levels.

Braniff has under construction a new 10-story building in Exchange Park at Dallas, and it is expected that the line will move into its new administration building in the Fall of this year. The company also will erect a second multi-million dollar plant at Love Field for maintenance and operations facilities.

Braniff now serves cities in 17 states and the District of Columbia, and eight Latin American countries.

Eastern Air Lines has completed important phases of an expansion and improvement program of its Atlanta facilities, which ultimately will cost \$6.3 million.

That line also has announced plans to construct a \$5 million shop facility, at the International Airport in Miami, for overhauling jet engines. It is expected to be in operation by 1958.

Delta, Braniff and Eastern all have on order big fleets of new planes, in-



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C. E. Woolman, of Atlanta, president and general manager of Delta Air Lines, looks over a model of one of the jet-powered passenger planes which Delta has on order as part of its continuing expansion and improvement program.

cluding jet-powered craft. Capital is using prop-jet planes and has others on order.

In addition to their huge passenger business, these lines also have exten-

sive operations in air express and freight, as well as air mail, and such lines as Miami-headquartered Riddle Airlines are devoted exclusively to freight service.

Another facet of the business which is undergoing rapid growth is private flying, particularly among company executives. This has resulted in the expansion of distribution, maintenance and service facilities at airports all over the region.

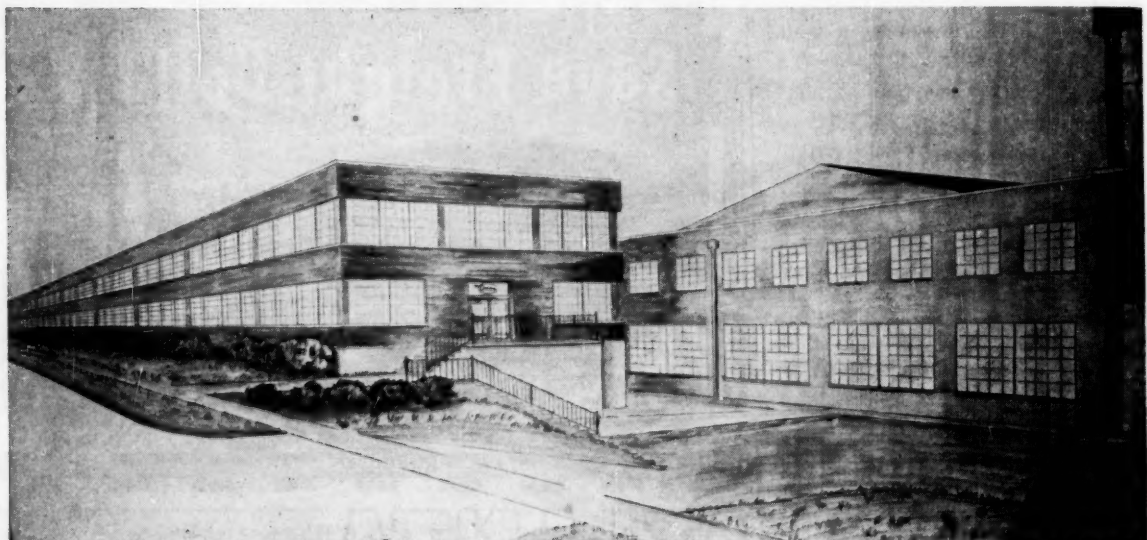
The railroads of the South are no longer, as in other parts of the nation, the dominant factors in transportation that they were before the advent of motor vehicles and airplanes, but they certainly continue to perform a vital and very necessary role in the transport picture.

Since this is true, the railroads have for many years maintained a steady program of improving service, equipment and roadbeds.

During 1955, for example, the members of the Association of Southeastern Railroads made capital expenditures totaling \$121,180,000. Of this amount, \$51,523,000 went for roadway and structures, and \$69,675,000 for equipment.

In the 1946-55 period these railroads spent the staggering total of \$1,629,570,000 for equipment, roadway and structures.

As reported in the 1956 edition of Railroad Information, publication of the association, in 1955 the railroads in the group had a net total property investment of \$3,636,000,000. This



The office space of Delta at the Atlanta Airport will be increased by 21.8 per cent when a new wing to the airline's general headquarters is completed in August. The new three-story addition, shown in the accompanying drawing, is now under construction. It will have 19,200 square feet of space.



This modern Seaboard Air Line Railroad streamliner is a typical example of the "new age" in railroading in the South. The transition has come quickly, because as late as 1946 the Southern Association railroads had 5,800 steam locomotives in service, and only 778 diesel-electric units. It seems that now the iron horse has disappeared almost completely, as the figures today show 635 steam units and nearly 4,000 diesels.

represented an investment of \$97,676 per mile of road and \$25,400 per employee.

The report said further that operating revenues of the railways in the group totaled \$1,418,000,000 in 1955, an increase of 4 per cent over 1954 revenues.

After meeting interest and other fixed charges, net income of these roads was \$152 million in 1955, representing an increase of \$34 million over that of the previous year.

Membership of the Association of Southeastern Railroads is composed of the Atlanta & Saint Andrews Bay Railway Company, Atlanta and West Point Rail Road Company, Atlantic Coast Line Railroad Company, Central of Georgia, Charleston & Western Carolina, Clinchfield, Florida East Coast, Georgia Railroad, Georgia & Florida, Gulf, Mobile and Ohio, Illinois Central, Interstate, Louisville and Nashville, Mississippi Central; Nashville, Chattanooga & St. Louis; Nor-

folk Southern, Piedmont and Northern; Richmond, Fredericksburg & Potomac; St. Louis-San Francisco, Seaboard, Southern, Tennessee Central and the Western Railway of Alabama.

A good example of the excellent improvements being made by railroads in the South may be seen in activities reported for 1956 by the Seaboard.

That line had a total of 3,400 freight cars on order at a cost of about \$28 million, received 25 new diesel-electric freight locomotives costing some \$19.7 million, and began or completed new physical property projects with a total valuation of \$10.6 million.

Among the major new projects now under way is a new general office building in Richmond, to which the Seaboard will move its headquarters in mid-1958, costing \$5.5 million.

Another report reflecting the same pattern of progress comes from the

L&N. The 1956 expenditures for that railroad totaled \$10 million for improvements to fixed property and \$17 million for new diesel locomotives.

Such developments as these are typical of what all the railroads in the region are doing as part of what has been described as the "new age" in railroading.

Altogether, the railroad industry since World War II has poured some \$12 billion into new engines, new tracks and trains, and a great variety of electronic equipment. The latter has put many of the operations, particularly the classification yards, on virtually a push button basis.

Improvements in rolling stock may be seen in the great change from steam powered "iron horses" to diesel locomotives.

The Southeastern Association railroads, for instance, had 5,800 steam locomotives in service as recently as 1946, and only 778 diesel-electric units. By 1955 that had changed to

## TRANSPORTATION AND TRAVEL

635 steam units and 3,750 diesels. Although the number of units has decreased, the greater power of the diesels make the average tractive effort of all locomotives in service in the region rate at 60,300 pounds today, as compared to 50,656 pounds for the locomotives in the South a decade ago.

Concerning all these changes, Southern Railway President Harry de Butts observed: "Fifteen years ago, when trucking grew up and undercut us, nothing was said. But now we are ready to fight back."

A report on progress by another railroad, outside the Southeastern group, comes from the St. Louis Southwestern, the "Cotton Belt Route," which has headquarters in Tyler, Texas.

That road's 1957 program includes scheduled delivery of 1,000 freight cars to cost \$7,466,350, and on the budget for purchase are 150 addi-

### CARS AND TRUCKS PRODUCED IN SOUTH (1956)

STATE	NO. UNITS	PERCENTAGE
Georgia	309,584	5.3
Texas	198,807	3.4
Kentucky	81,735	1.4
Virginia	67,024	1.2
Tennessee	61,609	8.0
TOTAL	718,759	12.4

Source: Automotive News

tional freight cars to cost \$1,440,350. The Cotton Belt also will relay certain track mileage and construct a freight depot at Pine Bluff, Arkansas, at costs totaling \$1,053,480.

From the dynamic Florida coast to the Great Smokey Mountains, from historic Maryland to the rolling plains of Texas, great new gold-mines of tourist trade are opening in the South. The vacation land promise of this region calls millions yearly, and the call is answered by innumerable airplanes, trains, busses and automobiles

bringing vacationers from all over the United States and foreign countries to this tourist mecca.

The States of the South and the Southwest, well aware of their abundant natural vacation resources, devote much of their time and many of their business dollars to attracting visitors and making certain that their stay will live up to expectations. Thousands of hotels, motels, eating establishments, amusement areas and shopping centers are currently mushrooming to meet the needs of the influx of out-of-town visitors to this region of natural vacation land.

Thousands of Southern businesses—from the souvenir stand on the corner to the Fontainebleau on Miami Beach—get their life blood from the tourist trade. A great share of Southern employees are engaged in businesses which cater to tourists. Many of the States in this region attract a tourist trade that totals three times



Looking to the future—1959—is this picture showing how Braniff's Boeing 707 jet air transports will look when they go winging out of the line's Dallas base for New York and South American flights. Braniff has a fleet of these 600-mile-an-hour jets on order, and the airline's flight chiefs already have flown this prototype at the Boeing plant in Seattle.



as much as the population of the State itself.

So the resort and vacation business is a key factor in the economy of the South and the Southwest. Nature has given this section a ready-made vacation land, and progressive organizations and businessmen within these States work constantly to make these natural pleasure spots even more attractive to visitors from other states and countries.

Each state has its own method of publicizing and improving its vacation facilities. Examples cited here are typical of how the Southern States are progressing in regard to tourist trade and travel.

Alabama's tourist industry is estimated at about \$93 million per year, according to a recent compilation made by Curtis Publications Research Bureau. In the past year, through this bureau, Alabama has launched an all-out campaign for a greater share of the tourist industry.

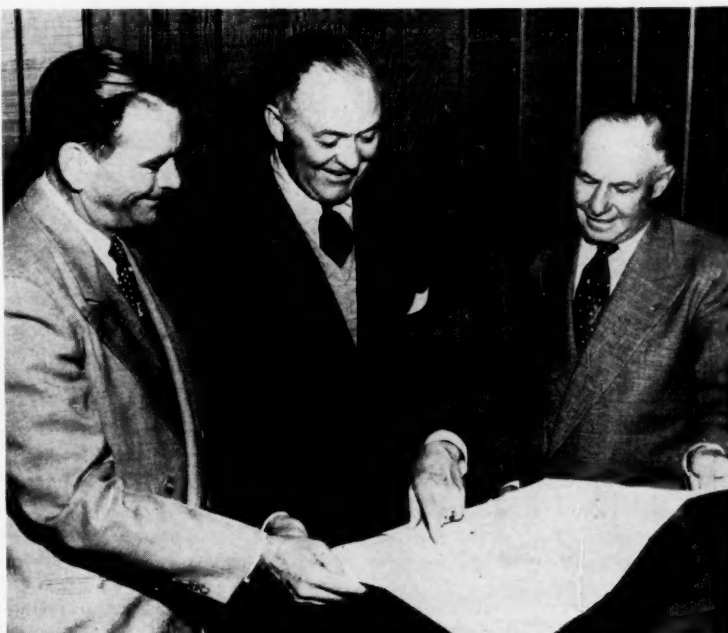
A highlight of the campaign, according to Geoffrey Birt, director of the Publicity and Information Bureau of the State of Alabama, was a seven-day State-wide free tour for travel agents last fall. Another facet of the program was a planned advertising campaign in certain newspapers and magazines. The Alabama Bureau of Publicity and information published on Jan. 1 Alabama's first official State tourist and vacation guide.

### Tourist Trade Up

Reports supplied by operators of a number of tourist attractions in Alabama last year indicate that 1956's tourist figures probably exceed those of 1955 by an estimated ten per cent.

Firms at the service of travelers in Arkansas had sales and receipts of \$270 million in 1956, according to a report by the Industrial Research Center of the University of Arkansas. This figure represents one-sixth of the retail trade and service business of the entire State. It comprises nearly 8,000 Arkansas business concerns, which employ 33,300 persons and contribute about \$55 million to the income of the people of Arkansas.

The travel business is one of the fastest growing segments of Arkansas business, continues the report which was compiled by Dr. Lewis C. Copeland. Dr. Copeland points out that sales in firms at the service of travelers have increased about eight per



Harry A. DeButts (center), president of the Southern Railway System, Washington, D. C., is shown while on a business trip to the West Coast, telling shippers about how his line serves a wide area of the South.

cent since 1948, for a total 66 per cent increase.

Roughly 6,268,000 tourists spent an estimated \$1.2 billion in Florida in 1956, according to Executive Director B. R. Fuller, Jr. of the Florida Development Commission.

The Florida Development Commission is aiming at a 15 per cent or better increase during 1957. The Commission now has 15 departments which work together to build Florida's

resort business.

The Commission's 1956 Tourist Study, compiled by Dr. J. Richard Stevens, associate professor of Marketing and Advertising at Florida State University, states that Miami is the principal destination of Florida tourists. St. Petersburg ranks second; Fort Lauderdale is third, and Daytona Beach, fourth. Miami Beach is fifth in line. Key West, Tampa, Clearwater, Hollywood, Pensacola, Sarasota and Orlando follow in that order. This survey data was obtained from Feb. 25 through May 31, 1956, and concerns automobile tourists only. The study points out that these results pertain only to which Florida cities seem to attract the most tourists.

It is estimated that \$300 million is spent by four million tourists in Louisiana each year.

"In our efforts to attract tourists and make them feel at home," says Curt Siegelin, executive director of Louisiana's Department of Commerce and Industry, "we are opening tourist information and welcome stations at the state borders, where we provide literature and information on the State of Louisiana and serve coffee to those who visit with us."

The Louisiana Tourist Bureau, during the month of December, 1956,

**DEARBORN.** The Ford Motor Company has invested in the South a total of \$400 million in plants in operation or under construction and in company dealerships, according to Ernest R. Breech, chairman of the board.

Ford now has assembly plants in Louisville, Memphis, Atlanta and Norfolk, as well as a big new glass plant at Nashville.

When present expansion projects are completed, Breech said, Ford will have a total of 12,000 persons employed in 11 Southern states.



Phil M. Miles, director of the Maps and Minerals Division of the Kentucky Department of Economic Development, is shown getting ready to take off in his small private plane. He recently was elected president of the Southern Association of State Planning and Development Agencies.

mailed out literature in response to more than 27 million inquiries about Louisiana.

Tourist expenditures in Mississippi, "the Hospitality State," have more than doubled since 1946, reports Ned O'Brien, manager of the Travel Department of the Mississippi Agricultural and Industrial Board.

The total estimated tourist expenditures in the State in 1956 were \$318,436,657. This represents an increase of \$18 million over 1955 and is slightly more than twice the \$152 million spent in 1946.

The "Variety Vacationland" of North Carolina attracted an estimated 10 million travelers last year, and the value of the travel industry was \$300 million, reports Charles Parker, Director of the Advertising Division of North Carolina's Department of Conservation and Development.

North Carolina boasts these new facilities for 1957 tourists: Coquina Beach development at the Cape Hatteras National Seashore, more new golf courses, pushing the total over 135, and more rooms in hotels and motor courts. There are more completed sections of the Blue Ridge Parkway and more treasures in the North Carolina Museum of Art at Raleigh. Increased airplane facilities, and new bypasses, bridges and surfacing on major highways will improve travel for tourists in North Carolina.

Tennessee's travel trade is up 55

of Information since January 1, 1956 than were received by them in the like period of '55.

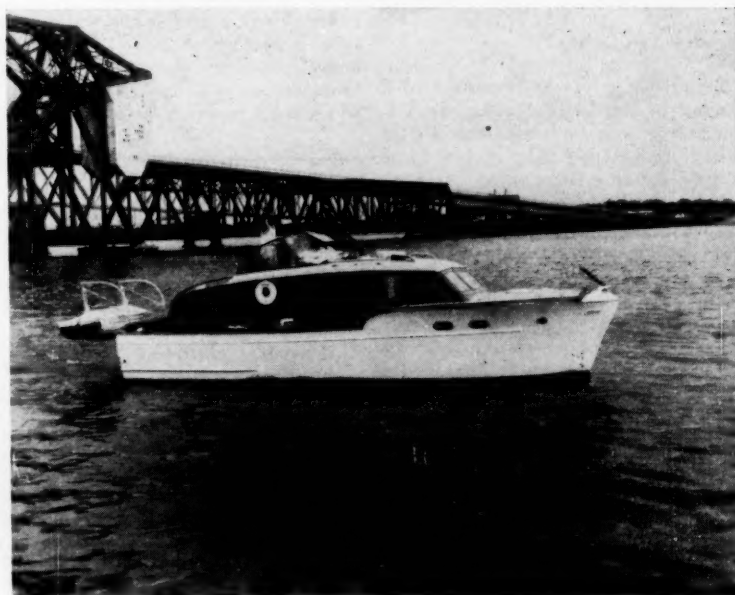
The University of Tennessee Newsletter reports that tourists bring one-fifth of travel dollars, that one out of every five firms serves tourists, and that travel employs 64,000 persons in Tennessee.

Texas was the recipient of \$412 million in tourist trade in 1955. It is estimated that each tourist spent an average \$7.53 daily during his visit, the Texas Highway Department reports. The average tourist, arriving in one of 3.7 million out-of-state vehicles, spends 5.5 days in Texas.

Most of Texas' visitors come from California, the second largest number from Louisiana, and the third from Ohio, continues the Texas Highway Department. More than 200,000 persons from foreign countries visited Texas in 1955.

The dedication of ultra-modern Blackwater Lodge Jan. 5 in West Virginia marked the achievement of two-thirds of a construction program which will see completion of Mount Chateau lodge in 1957. Cacapon Lodge, costing three quarters of a million dollars, was dedicated in June, 1956.

Out-of-town vacationers spent \$187-



This small pleasure craft shown cruising on a Florida waterway is typical of the recreational travel being enjoyed by an increasingly large segment of Southerners.



The twin engine Piper Apache readies for take-off at Piedmont Aviation, Inc. in Winston-Salem. In the back-ground are Piper Tri-Pacers, another Piper plane distributed at Smith Reynolds Airport in Winston-Salem. The growing trend of executives and small businesses to owning private planes has resulted in organizations which sell, service, and repair these small planes forming all over the South.

960,798 in West Virginia during the 1956 travel season, reports Andrew V. Ruckman, executive director of the West Virginia Industrial and Publicity Commission. West Virginia was host to 8,033,070 tourists, approximately four times the State's population, in 1956.

South Carolina's tourists pick the months of March, February, April and January to do most of their vacationing, according to a check made by the South Carolina Highway Department and the State Development Board. These tourists stay an average of 2.66 days and spend approximately \$35.00 per car per visit.

In 1955, according to R. M. Cooper, director of the South Carolina State Development Board, tourist revenue

totalled \$186,408,870, an increase of 16 per cent over 1954. Tourist inquiries received by the State Development Board during 1956 showed a 20 per cent increase over 1955, totaling 36,758.

The number of people visiting Kentucky's state parks has more than doubled since 1952. An estimated 5,500,000 persons in 1955-56 visited the parks, as compared to 2,401,743 in 1951-52 according to W. M. Lyon, assistant director of the Kentucky Department of Economic Development.

#### Facilities Improved

One reason for the phenomenal increase of visitors to these parks is the improvement of the excellent facilities. Among latest developments are

a new hotel at Kentucky Lake State Park, a wing added to Dupont Lodge at Cumberland Falls Park, and new facilities at Lake Cumberland.

Three of America's greatest waterways—the Atlantic Intracoastal and the Gulf Intracoastal Waterways and the Mississippi River—have their major ports in the South and Southwest.

Thirty per cent of this country's foreign trade is transacted through these ports which extend southward from Norfolk to Key West, and westward to the Mexican border.

Texas leads this region with well over a billion and a half dollars of foreign trade annually. Louisiana, slightly under the \$1.5 billion mark,

## TRANSPORTATION AND TRAVEL

is next. Maryland does more than \$900 million worth of trading yearly, and Virginia, almost \$700 million. Florida, Alabama, South Carolina, Georgia, North Carolina and Mississippi also add millions of dollars each year to the total of this country's foreign trade.

The main route of the Atlantic Intracoastal Waterway extends 1,262 miles for Norfolk, Va., to Key West, Fla., with a 65-mile alternate channel, known as the Dismal Swamp Canal Route extending south from Norfolk through the Southern Branch of the Elizabeth River, Deep River, the Dismal Swamp Canal, Turners Cut, and the Pasquotank River to its junction with the main route at the mouth of

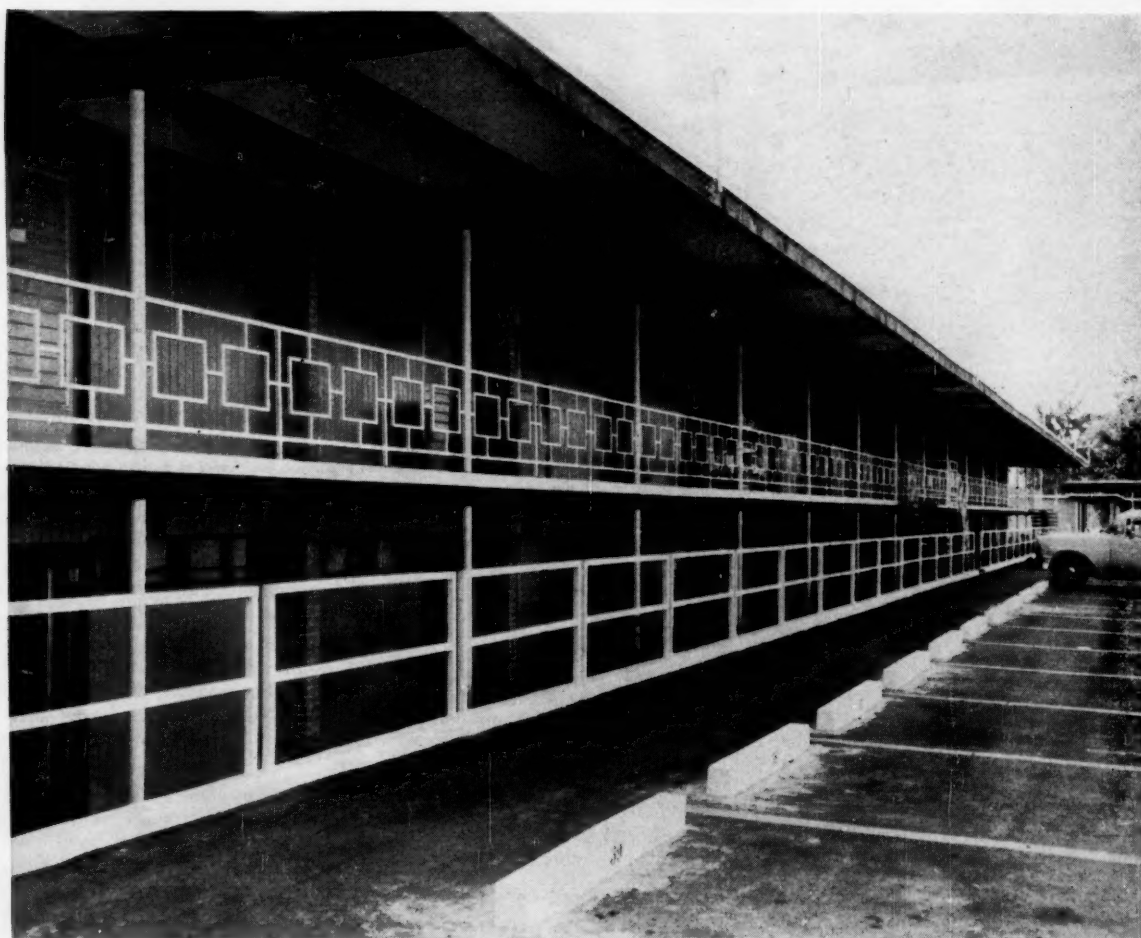
the Pasquotank River in Albermarle. Major ports of this great waterway are located in Norfolk, Wilmington, Charleston, Savannah, Jacksonville, West Palm Beach, Miami and Key West.

American Waterways Operators, Inc., reports that 7,193,148 tons of travel passed through the Atlantic Intracoastal Waterway in 1955. That same year, continues the report, 366,150,935 ton-miles were registered, as compared to 232,653,440 in 1950. Leading commodities were petroleum and petroleum products (2,389,859 tons), pulpwood (1,547,128), and paper and manufactures (1,019,535).

The main route of the Gulf Intracoastal Waterway extends 1,116 miles

from St. Marks River, Florida, to the Mexican border at Brownsville, Texas, with a 55-mile arm, known as the Plaquemine-Morgan City Alternate Route, from the Mississippi River at Plaquemine, Louisiana, to the main route at Morgan City, Corpus Christi, Port Arthur, Galveston, Brownsville, New Orleans, Pasagoula, Gulfport, Mobile, Pensacola and Port St. Joe, are principal ports on the Gulf Intracoastal Waterway.

American Waterways Operators states that 41,378,856 tons of goods passed through the Main Route in 1955, and 2,497,066 tons through the Plaquemine-Morgan City Route. Principal commodities for both routes are



This new Howard Johnson Motor Lodge was opened in Little Rock in August. A Howard Johnson restaurant adjoins the motor lodge. Indicative of the tremendous growth and future potential of Southern States are the large number of beautiful new motels and hotels being built in the area. Those luxurious accommodations add to natural vacation resources and help make the South a number one tourist attraction.





These heavy-duty trucks are hauling bauxite, the raw material of aluminum, out of a mine at the Arkansas Works, Mining Division, of the Aluminum Company of America. Such vehicles as these make possible extensive industrial operations at many points in the South.

petroleum and petroleum products; sea shells and construction, mining machinery and parts for the main route; and industrial chemicals for the Plaquemine-Morgan City Route. An increase of almost 3 billion ton-miles, 4,592,284,691 in 1949, to 7,157,779,490 in 1955, was reported for the main route. The Plaquemine-Morgan City Route registered 133,719,833 ton-miles in 1955.

The Mississippi River runs 2,350 miles from its source in Lake Itasca in central Minnesota to the Gulf of Mexico. The chief commodities carried on the Mississippi for both ocean going and inland waterway trade are petroleum and petroleum products. Iron and steel ranked second for in-

#### Number of Class 1 MOTOR CARRIERS\*

Alabama	34
Arkansas	12
Florida	36
Georgia	46
Kentucky	28
Louisiana	34
Maryland	45
Mississippi	14
N. Carolina	78
S. Carolina	18
Tennessee	41
Texas	162
Virginia	60
W. Virginia	37

Total South 645

\* Class 1 motor carriers are described by the Interstate Commerce Commission as common and contract motor carriers of property or passengers having average gross operating revenues from intrastate and interstate motor carrier operations combined of \$200,000 or over annually.

land waterways, and the second largest ocean going cargo was aluminum ores, concentrate and scrap. A total of 94,041,765 tons of cargo passed through the Mississippi River in 1955; a total of 29,318,584,396 ton-miles, as compared to 19,351,628,418 in 1950, was reported.

The Houston Ship Channel extends 52 miles from Galveston across Galveston Bay through the San Jacinto River and Buffalo Bay, with a light draft extension channel seven miles long from the Turning Basin to the mouth of White Oak Bayou in Houston and a branch channel in the old channel of Buffalo Bayou behind Brady Island. In 1955, 47,037,718 tons of water freight passed through



Their stocking feet covered by special slippers, plant layout engineers of Ford Motor Company's Ford Division move about the huge floor plan, discussing the arrangement of equipment in "engine dress-up area" of the Louisville assembly plant, one of several in the South.

the Houston Channel, and petroleum and petroleum products are the main cargoes in both the ocean-going route and the inland waterway.

Petroleum and petroleum products were the largest cargoes on the Cumberland River in 1955, also. The Cumberland River stretches 692.8 miles from its formation by the junction of Poor and Clover Forks in Harlan County, Ky., to the mouth near Smithland, Ky., on the Ohio River. American Waterways Operators reports that 2,887,589 tons of cargo passed down the Cumberland River in 1955.

The Black Warrior and Warrior Rivers, a single stream, rise in northern Alabama and unite with the Tombigbee River at Demopolis, Ala. The

Tombigbee then flows south, uniting with the Alabama River to form the Mobile River 45 miles above the head of Mobile Bay. The total annual traffic in 1955 was 4,221,139 tons and 1,094,139, 347 ton-miles. The Kentucky River, 258.6 miles long, had a total annual traffic of 174,888 tons and 14,449,235 ton-miles in 1955, according to American Waterways Operators. Major commodities were motor fuel and gas.

Bituminous coal and lignite are the chief cargoes on Kentucky's Green and Barren Rivers, the Tennessee River, and the Kanawha River in West Virginia. The Green and Barren Rivers carried 406,678 tons and registered 13,351,356 ton-miles in 1955.

The Tennessee River's total traffic in 1955 was 9,975,007 tons and 1,631,288,049 ton-miles. That same year, 7,644,259 tons and 385,120,663 ton-miles were registered by the Kanawha River.

The Propeller Club of the United States will support 19 inland waterway projects and proposals as a part of its 1957 legislative program. Legislation pertaining to the 15-state area includes construction of a Mississippi River dam to assure a minimum depth of nine feet at Lock 26, Alton, Illinois, authorization of a channel depth of twelve feet for the Mississippi River System, and the continued maintenance of inland waterways at their authorized depths.

More legislation which affects the south concerns construction of the Barkley dam and lock on the Cumberland River, construction of a lock with a chamber 1,200 feet long in the Mississippi River at Alton, Ill., and the deepening of the Mississippi River to 40 feet from Baton Rouge to the Gulf of Mexico.

## Other Projects Planned

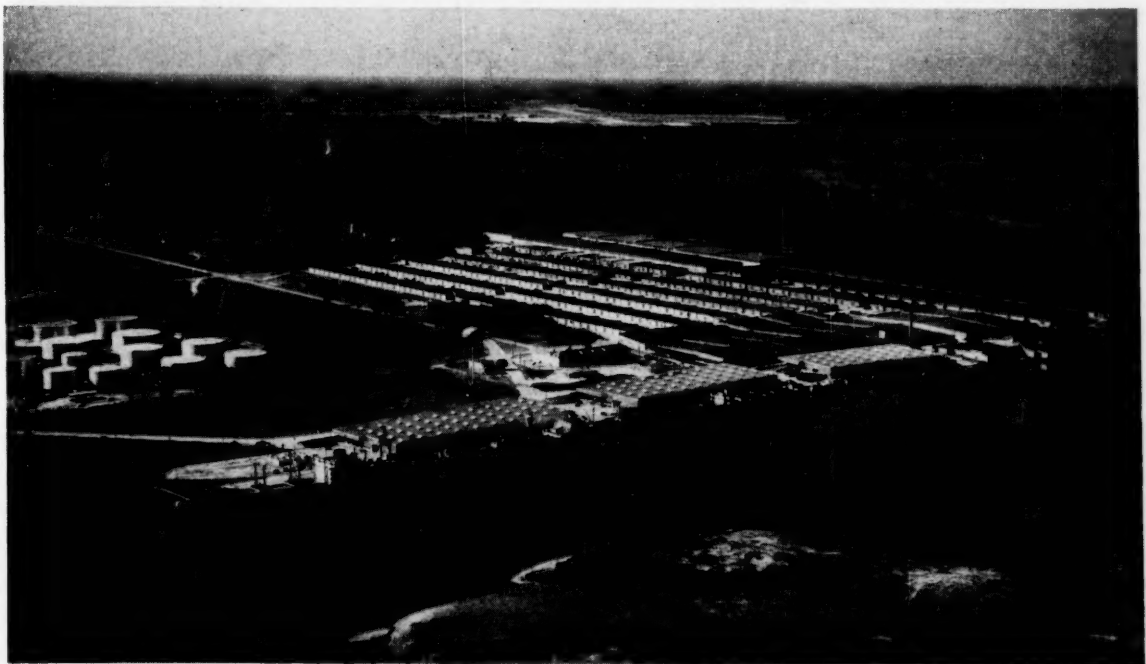
Other projects include the deepening of the Houston Ship Channel to 40 feet, construction of the Trans-Florida barge canal, the deepening of the Atlantic Intracoastal Waterway to 12 feet between Eau Gaille, Fla., and Miami, the continuance of the Port Security Program, and the development of a long-range program of headwater to control floods, improve navigation, reduce erosion and replenish ground water supplies.

More measures concern the opposition of tolls or user charges on the inland waterways, the maintenance of reasonable horizontal and vertical bridge clearances over navigation channels and the opposition of the FCC order barring Mississippi River traffic from use of two Megacycle frequencies.

Some of the cargo carrying ships which sail in and out of these southern ports have excellent accommodations for passengers who wish a Caribbean Cruise at minimum cost. The Alcoa Steamship Company, for example, offers an attractive plan. Alcoa's passenger-cargo ships have 27 staterooms each, and sail with an average list of about 65 passengers.



Above is pictured Brownsville, Texas' "youngest and growingest port." Last year the port completed one of the largest single docks on the Gulf Coast—a quay-type steel and reinforced structure 2,365 feet long and 280 feet wide. Below, Georgia's Port of Savannah bustles with activity. The Savannah port has 48 wharves, piers and docks, in addition to the many wharves maintained by industries. The Central of Georgia, Atlantic Coastline, the Seaboard Air Line Railroads and the Georgia Ports Authority own terminals in the port.



## Waterways of Eastern United States

Most of the water travel routes are located in this half of the nation, and the South has more than a third of the national total.







The South's waterways, best in the nation, provide excellent means of transportation for a great variety of craft, particularly those carrying heavy freight. This boat and barge of Ashland Oil & Refining Company, operating in Kentucky, is an excellent example.

## SOUTHERN TRAVEL FIRMS— SPECIAL LISTING BY MR

In connection with MANUFACTURERS RECORD's special travel and transportation feature, the research staff has compiled a list of manufacturers in the 15 Southern State area which deal directly with transportation and transportation equipment.

Extensive research has gone into this listing which will be incorporated into the 1957 edition of the Blue Book, the next issue of which will be published in May, 1957.

The number of employees of these companies is indicated by the following

code: A—(Under 25); B—(25-100); C—(100-250); D—(250-1,000); and E—(Over 1,000).

### ALABAMA

Alabama Dry Dock & Shipbuilding Co., Ft. Canal St., Box 190, Mobile. Floating equipment; ship repair, converting. (E)

Alabama State Dock & Terminals, P.O. Drawer 721, Mobile. Steamship docks, terminals. (D)

Aluminum Castings Plant, Ford Motor Co., Sheffield. Automatic transmission, engine parts. (D)

Dorsey Trailers, Inc., Elba. Truck trailers, vans, log skidders. (D)

Gulf Shipbuilding Corp., Chickasaw. Shipbuilding, repairing. (D)

Ingalls Iron Works Co., 620 4th Ave., S., P.O. Box 2632, Birmingham. Barges, ships, towboats. (D)

Ingalls Shipbuilding Co., P.O. Box 292, Decatur. Steel barges, floating equipment. (C)

### ARKANSAS

Fabricast Div., General Motors, P.O. Box 211, Malvern. Aluminum automobile parts. (D)

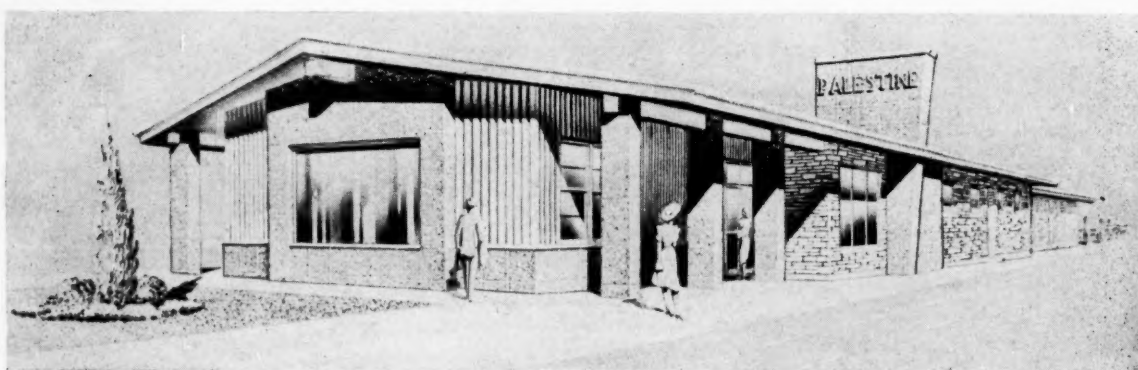
Midway Trailer Corp., Walnut Ridge. House trailers. (C)

Southwest Mfg. Co., 1400 Bond St., Little Rock. Aluminum boats. (C)

Ward Body Works, 805 Harkrider St., Conway. Bus bodies. (C)

### FLORIDA

Broward Marine, Inc., 1601 S.W. 20th



Along with the improvement in their rolling stock and in trackage, the railroads of the South also have been modernizing physical facilities. The architect's drawing above, for example, shows the "new look" in passenger stations. This is the new station at Palestine, Texas, of the Missouri Pacific Lines.

St., Ft. Lauderdale. Boat building, repairing. (D)

Consolidated Automotive Co., Spring Dept., 1075 W. Forsyth, Jacksonville 4. Motor vehicle parts, accessories. (D)

Daytona Beach Boat Works, Inc., 701 N. Beach, Daytona Beach. Boat building, repairing. (D)

Fruehauf Trailer Co., N.E. 171 Street, N. Miami Beach. Trailers. (D)

Gibbs Corp., Box 4190, Jacksonville. Ship building, repairing. (D)

Henry Corp., Box 13228, Tampa. Boat building, repairing. (D)

Huckins Yacht Corp., Roosevelt Hwy. & Lake Shore Blvd., Jacksonville. Boat building, repairing. (D)

International Shipbuilding Corp., N. Miami Beach. Boats. (D)

Merrill-Stevens Dry Dock & Repair Co., 600 E. Bay St., Jacksonville 2. Ship building, repair. (D)

Pacemaker Corp., Ocala. House trailers. (C)

Rawls Bros. Contractors, Inc., 2000 E. Bay St., Jacksonville 2. Ship building, repair. (D)

Southern Shipbuilding, Inc., Box 504, Jacksonville 1. Ship building, repair. (D)

Tampa Marine Co., Box 1171, Tampa. Ship building, repair. (D)

Tampa Ship Repair & Dry Dock Co., Inc., Box 1277, Hookers Point, Tampa. Ship building, repair. (D)

## GEORGIA

Blue Bird Body Co., Fort Valley. Bus and truck bodies. (D)

Cent-Tennial Cotton Gin Co., 420 16th Ave., Columbus. Truck bodies. (C)

Diamond Construction Co., 44 E. Bay, Savannah. Shipbuilding. (C)

Feather Craft, Inc., 450 Bishop, N.W., Atlanta. Aluminum boats. (C)

Ford Motor Co., 340 Central Ave., Hapeville. Auto assembly plant. (E)

Fruehouf Trailer Co., 733 Park, S.W., Atlanta. Trailer, truck bodies. (C)

General Motors Corp., Buick-Oldsmobile-Pontiac Div., Doraville. Auto assembly. (E)

General Motors Corp., Chevrolet-Atlanta Div., Sawtell Rd., S.E., Atlanta. Auto assembly. (C)

General Motors Corp., Fisher Body Div.,

McDonough Street Blvd., S.E., Atlanta. Auto bodies. (D)

Georgia Shipbuilding Corp., St. Marys. Boats. (C)

Great Dane Trailer Co., Lathrop Ave., Savannah. Trailers. (C)

Green & Park, Sylvester. Truck bodies. (C)

Metal Products, Inc., Valdosta. Auto parts. (C)

Monroe Auto Equipment Co., Hartwell. Shock absorbers, auto accessories. (D)

Pullman Co., Terminal Sta., Atlanta. Pullman cars.

Savannah Machinery & Foundry Co., Lathrop Ave., Savannah. Shipbuilding, dry docks, repairing. (D)

Steel Products Co., Inc., Lathrop Ave., Savannah. Trucks, trailers, tanks. (D)

## KENTUCKY

Bowling Green Mfg. Co., Russellville Rd., Bowling Green. Motor vehicle parts, accessories. (D)

Detroit Harvester Co., Electric Ave., Paris. Auto parts. (C)

Ford Motor Co., Fern Valley Rd. & Grade Lane, Louisville. Auto, Truck assembly. (E)

Kentucky Mfg. Co., 2601 South 3rd St., Louisville. Truck trailers, bodies; farm wagons. (C)

Kingham Trailer Co., Inc., 1409 West Hill St., Louisville. Truck trailers, parts. (C)

Modine Mfg. Co., 31st & Jackson Sts., Paducah. Motor vehicle parts, accessories. (D)

Mon-O-Coach, Inc., 2515 S. 4th St., Louisville. Auto trailers. (C)

Shuler Axle Co., 2901 S. 2nd St., Louisville. Motor vehicles, accessories. (C)

R. C. Tway Co., Inc., 2601 3rd St., Louisville. Truck trailers. (D)

Wald Mfg. Co., Inc., Maysville. Bicycle parts. (D)

Nashville Bridge Co., P.O. Box 239, Nashville. Boats, barges. (D)

Paris Mfg. Co., Paris. Auto and truck parts. (D)

Tennessee Armature & Electric Co., 312 W. Jackson Ave., Knoxville. Electric motor coils. (C)

## LOUISIANA

Alexander Shipyard, Inc., 830 Audubon Bldg., New Orleans. Barges, boats, derricks. (D)

Avondale Marine Ways, Inc., Box 1030, New Orleans. Barges, boats, dredges. (E)

Blattmann Sheet Metal Works, Inc., 1001 Toulouse, New Orleans 16. Auto and truck accessories, parts. (C)

Calmes Engineering Co., 708 Baronne, Box 8095, New Orleans. Barges, boats, oil clarifiers. (D)

Canulette Shipbuilding Co., Inc., Slidell. Barges, boats, machine work. (C)

Diebert, Bancroft & Ross Co., Ltd., 3400 Tulane Ave., New Orleans 19. Dredge boats, ship machinery. (D)

Equitable Equipment Co., Inc., 410 Camp, New Orleans 12. Barges, boats, dredges. (D)

Higgins, Inc., Industrial Canal & Hwy. 90, Box 8001, New Orleans. Boats. (E)

W. C. Nabors Co., Mansfield. Auto and truck accessories, parts; trailers, vans. (D)

Simplex Mfg. Co., 540 Carrollton Ave., New Orleans. Bicycles and parts, motorcycles and parts. (C)

Thomson Machinery Co., Inc., Thibodaux. School buses. (C)

## MARYLAND

Anchor Post Products, Inc., 6500 Eastern Ave. & Kane St., Baltimore 24. Auto accessories. (D)

Arundel Corp., Shipyard, 2100 Frankfort Ave., Baltimore. Ship repair. (C)

Bethlehem Steel Co., 1101 Key Hwy., Baltimore. Ship repairs, conversion. (E)

Bethlehem Steel Co., Sparrows Point. Ship repairs, conversion. (E)

Chris-Craft, Ocean City Rd., Salisbury. Pleasure boats. (C)

M. M. Davis & Son, Inc., Solomons. Boats. (C)

General Motors Corp., Chevrolet-Baltimore Div., 2122 Broening Hwy., Baltimore 3. Auto, truck assembly. (E)

General Motors Corp., Fisher Body Div., 2122 Broening Hwy., Baltimore 3. Automotive body assembly. (E)

Maryland Shipbuilding & Drydock Co., Ft. Childs St., Baltimore. Ship repair. (D)

## TRANSPORTATION AND TRAVEL

Owens Yacht Co., 11 Stansbury Rd., Baltimore 22. Yachts, boats. (D)  
Thompson Trailer Corp., Greenwood Rd. & Church Lane, Pikesville. Truck bodies, transportation equip. (D)  
Warner-Fruehauf Trailer Co., Inc., Bush & Hamburg Sts., Baltimore 30. Truck trailer bodies. (C)  
Wiley Mfg. Co., P.O. Box 97, Port Deposit. Barges, floats, cranes. (C)

### MISSISSIPPI

Barnes Bros., 514 South, Vicksburg. Truck bodies.  
Barrentine Mfg. Co., Greenwood. Trailers.  
Francis A. Brander, E. Bayview Ave., Biloxi. Boats.  
Covacevich Ship Yard, 1118 E. Bay View Ave., Biloxi. Boats.  
Dryden Mfg. Co., Amory. Truck bodies.  
Dryden Mfg. Co., Wren. Truck bodies.  
Fountain & Gutierrez, Biloxi. Boats.  
Frentz Bros. Boat Yard, E. Back Bay, Biloxi. Boats.  
John & R. H. Candy, Moss Point. Boats.  
Gulf Marine Ways, Pascagoula. Boats.  
Ingalls Shipbuilding Corp., Pascagoula. Ships, barges.  
J. & M. Products Co., 1705 Valley, Jackson. Carburetors.  
Jackson Body Works, 711 Downing Dr., Jackson. Truck body parts.  
J. G. Kennedy, New Albany. Trailer truck bodies, wagons.  
Krebs Boatyard, Pascagoula. Boats.  
Lindsey Wagon Co., 1606 Lindsey, Laurel. Wagons.  
M. System Mfg. Co., Inc., Hwy. 61, Vicksburg. (D)  
Magnolia Body and Trailer Co., Hwy. 80, E. Jackson. Auto body parts.  
Magnolia Trailer Co., Vicksburg. Trailers. (C)  
W. A. McDonald & Sons, Inc., Bay St. Louis. Boats.  
Mississippi Bus & Equipment Co., 128 Raymond Rd., Jackson. Auto and truck bodies.  
Montgomery Boat Works, Edwards. Boats.

Moody & Son, Mathiston. Boats.  
Poitevin's Oil & Marine Supply, Pascagoula. Boats.  
Proctor Wagon Mfgs., West Point. Trailers, wagons.  
R. C. Sellier, De Lisle. Boats.  
Southern Parts Co., Okolona. Auto generators.  
Stewart Dura-Van Co., Picayune. Truck bodies.  
Superior Coach Corp., Pathfinder Div., Kosciusko. School bus bodies.  
Teel Shipyard, Inc., Gulfport. Boats.  
Toche Bros. Boat Yard, 1312 E. Beach, Biloxi. Boats.  
Vicksburg Marine Ways, Inc., Vicksburg. Tug boats.  
Arnold V. Walker Shipyard, Pascagoula. Towboats, tankers, tugs, barges, fishing boats. (D)  
Young and Marble Mfg. Co., Lucedale. Boats.

### NORTH CAROLINA

Hackney Bros. Body Co., Inc., P.O. Box 856, Wilson. Bus bodies. (C)  
Wix Accessories Corp., Ozark Ave., Gastonia. Auto parts. (D)

### OKLAHOMA

American Body & Trailer, Inc., 1500 Exchange Ave., Oklahoma City. Truck bodies, truck trailers. (C)  
Crane Carrier Corp., 1150 N. Peoria, Box 5008, Tulsa. Trucks. (C)  
Earl Bray, Inc., Linwood & North, Cushing. Trucks. (C)  
Spartan Aircraft Co., 1900 N. Sheridan Rd., Tulsa. House trailers. (E)  
Unit Parts Co., 1117 N. Robinson, Oklahoma City. Auto and truck accessories, parts. (C)

### SOUTH CAROLINA

Charleston Shipyards, Inc., Charleston. Shipbuilding and repairs, metal tanks. (D)

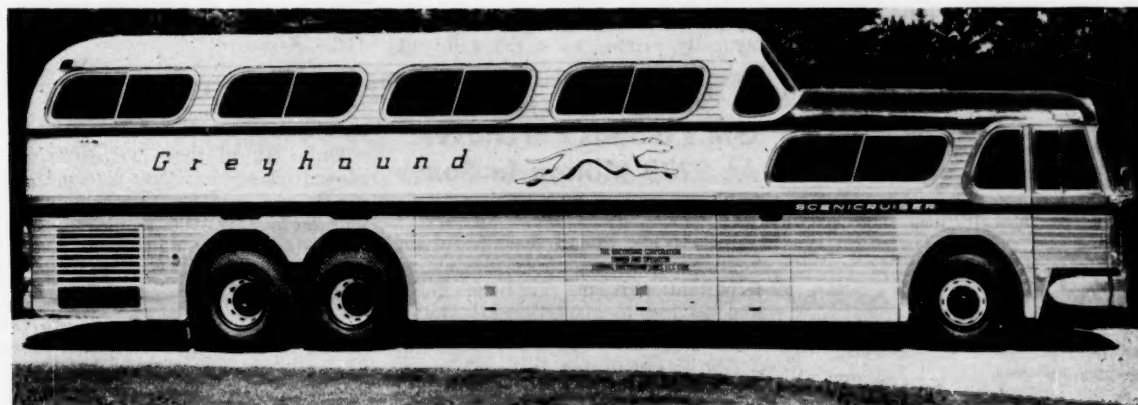
### TENNESSEE

American Metal Products Co., Union

City. Auto parts. (C)  
Chris Craft Corp., 3321 Dodds Ave., Chattanooga. Motor boats. (C)  
Delman Mfg. Co., Cookeville. Auto accessories. (C)  
Ford Motor Corp., 1429 Riverside Blvd., Memphis. Automobiles. (E)  
Fruehauf Trailer Co., Fruehauf-Carter Div., 2822 Winchester Pike, Memphis. Truck trailers. (D)  
Heckethorn Mfg. & Supply Co., Dyersburg. Shock absorbers. (D)  
Ernest Holmes Co., Inc., 2505 E. 43rd St., Chattanooga. Automotive wrecking and towing equip. (C)  
Inland Equip. Co., 1608 Harrison St., Nashville. Motor vehicle parts, accessories. (C)  
Laher Spring & Tire Corp., 300 Madison Ave., Memphis. Auto, truck springs.

### TEXAS

Alamo Boiler & Machinery Works, Old Dallas Hwy., Box 86, Waco. Truck bodies. (C)  
American Body & Equipment Co., Div. of Hyde Corp., P.O. Box 3107, Grand Prairie. Truck, bus bodies. (C)  
Bethlehem Steel Co., Shipbuilding Div., Island Park, Box 3031, Beaumont. Barges, pressure vessels. (D)  
Continental Gin Co., 3315 Elm, Dallas. Material handling carts. (D)  
Ford Motor Co., 5200 Grand Ave., E., Dallas. Cars, commercial vehicles. (E)  
Fruehauf Trailer Co., 619 N. Main, Ft. Worth. Truck bodies, trailers. (D)  
General American Transportation Corp., Hearne. Rr. tank cars. (C)  
General Motors Corp., Buick-Oldsmobile-Pontiac Assembly Div., 225 E. Abram, Arlington. Autos, auto accessories. (E)  
Geotechnical Corp., 3712 Hagger Dr., Box 7166, Dallas. Tank truck bodies. (D)  
Gulfport Shipbuilding Corp., West End Lakeshore Dr., P.O. Box 1179, Port Arthur. Steel tugs, barges. (D)  
Le Tourneau, R. G., Inc., S. Ware Hwy., Box 2307, Longview. Trackless trains. (E)  
Levingston Shipbuilding Co., Front & Mill, P.O. Box 411, Orange. Shipbuilding, repairing. (D)



Travel by bus is on the increase throughout the South, with service by this medium reaching virtually every community in the region. Luxurious cross-country transportation for passengers is offered by such vehicles as this big Greyhound Scenicruiser.





"I wouldn't worry about it if I were you. Lots of supervisors get to talking to themselves."

#### VIRGINIA

Black Diamond Trailer Co., Inc., Bristol. Truck and bus bodies; truck trailers. (D)  
Colonna's Shipyard, Inc., P.O. Box 4597, Norfolk. Ship and boat building, repairing. (C)

Ford Motor Co., Norfolk Assembly Plant, P.O. Box 780, Norfolk. Assembling motor vehicles. (E)

Gary Steel Products Corp., P.O. Box 449, Lynchburg. Truck, bus bodies; truck trailers. (D)

Horne Bros., Inc., P.O. Box 21, Newport News. Ship and boat building, repairing. (C)

Newport News Shipbuilding & Dry Dock Co., 4101 Washington Ave., Newport News. Ship and boat building, repairing. (E)

Norfolk Naval Shipyard, Portsmouth. Ship and boat building, repairing. (E)

Norfolk Shipbuilding & Dry Dock Corp., Ft. of Liberty St., Norfolk. Ship and boat building, repairing. (D)

Old Dominion Marine Rwy. Corp., Ft. of Chestnut St., Norfolk. Ship and boat building, repairing. (C)

Tidewater Ship Repair Corp. of Va., 15 Roanoke Ave., Norfolk. Ship and boat building, repairing. (C)

#### WEST VIRGINIA

Marietta Mfg. Co., Point Pleasant. Barges, boats. (D)

Lone Star Boat Mfg. Co., 1930 E. Main, P.O. Box 698, Grand Prairie. Trailers, boats. (D)

"M" System, Inc., Hwy. 67 W., Box 1396, Texarkana. House trailers. (C)

Melody Home Mfg. Co., Saginaw. Trailer houses. (C)

Port Houston Iron Works, 7222 S. Harbor Dr., Box 2065, Houston. Ship building, repairing. (C)

Prior Products, Inc., 4828 Racell, Dallas. Auto parts, wagons, trailers. (C)

Supreme Trailer Co., P.O. Box 2, Bonham. House trailers. (C)

Todd Shipyards Corp., Galveston Div., Pelican Spit, Box 656, Galveston. Ship building, repairing. (E)

Weaver Shipyards, Box 832, Orange. Barges, boats. (C)

Whitehouse Reinforced Plastics Co., Rte. 3, Box 219, Ft. Worth. Fiberglass boats, skis. (C)

## New Freight Yard In Florida

BROOKSVILLE, FLA. A new \$1,500,000 hump freight classification yard under construction by the Seaboard Air Line Railroad here probably will be put in operation sometime in May, according to an announcement from the company's headquarters in Norfolk, Va.

The Seaboard commenced construction of the yard last summer in anticipation of heavier freight transportation demands from expanding rock mining operations which are expected to double production in the area. The yard will be 200 feet wide and two miles long, situated on an 86-acre site three miles north of Brooksville. It will accommodate 1,237 cars on 15 classification tracks that have individual capacities ranging from 26 to 147 cars.

Grading of the site, which required the removal of 249,000 cubic yards of earth and 11,000 cubic yards of rock, has been completed, and the track work is scheduled to be finished by the end of March.

Construction of the yardmaster's office and the installation of electronic scales, which weigh cars while they are in motion, is now underway.

In the hump classification operation, loaded cars are pushed up an easy incline to the crest of a slight hill, or hump, from which they are allowed to roll by gravity down "the other side of the hump" onto pre-designated classification tracks according to their destinations.

During the operation, the cars are electronically weighed while in motion and the weight of each automatically printed on a ticket by ma-

chine. By this means, after an entire train has been classified, all cars in its length bound for one common destination have been "sorted out" and set on one track together, ready for movement to their consignees.

In addition to the yard construction, the Seaboard also acquired a spur track four miles long, formerly owned by the Florida Portland Cement Company, and re-laid it with heavier rail. The spur has been extended about two miles to reach mining operations.

Still another spur track three miles long has been built to serve a new hard rock crushing plant just north of the Seaboard's yard.

In order to provide a fast and efficient transportation service for the area, the Seaboard also recently completed, or is in the process of completing, other improvements which will bear on the Brooksville operation. Among these are extension of pass tracks at Drexel and Ayers, the construction of additional yard tracks on Seddon Island at Tampa, both of which have been completed, and installation now going on of a modern control system between Sulphur Springs and Gary, and the rearrangement of switch tracks at Gary.

Grading on the yard site was done by Cone Brothers, of Tampa. Bailes-Sey Contractors, Inc., of Jacksonville, are doing the track work at the yard, and the electronic scales are being installed by the Chester Mabry Construction Company, of Tampa. The construction of all of these improvements is under the direction of W. D. Simpson, of Norfolk, chief engineer of the Seaboard.

## GM's Goods Purchases At \$220 Million In South

ATLANTA. Small business in the South Atlantic region is playing an important part in supplying goods and services to giant General Motors Corp.

GM reported that it bought from 1,061 different firms in the region a total of \$220 million worth of goods and services during 1955, the latest period for which figures have been

compiled.

Only 212 of the 1,061 firms employed more than 500 persons, the report said, while approximately 560 had fewer than 100 employees each. GM added that small business predominates among its suppliers all over the nation.

Some 650—or 61 per cent—of the South Atlantic area suppliers have done business with GM for more than five years. Another 350 have been suppliers to the corporation for more than 10 years, and 146 for more than 20 years.





ACMI executives discuss issues of the day. Left to right are, J. Craig Smith of Sylacauga, Ala., former president of ACMI and president of Avondale Mills; R. C. Meyer, president of Alabama Cotton Manufacturers Association and general manager of the Linen Thread Co., Blue Mountain, Ala.; Robert C. Jackson of Washington, D. C., executive vice president of ACMI.

## ACMI Serves Textile Industry

**For the American Cotton Manufacturers Institute the routine of daily operations includes details both small and large — from filling the request of a school girl to providing vital facts for a congressional committee...**

CHARLOTTE. The ten-year-old school girl in rural Pennsylvania interrupted her play and dashed toward the mailbox as the postman drove away. Inside the box was a package bearing her name. As the wrapping

fell quickly from the package the child's eyes spotted an image never before seen in her ten years.

Inside was a white, fluffy boll of cotton and a small handful of cotton seed. Under these strange items were

several pamphlets on the cotton textile industry. The return address on the package stated simply: The American Cotton Manufacturers Institute, Inc., Charlotte, North Carolina.

To the little Pennsylvania girl the



F. E. Grier, president of ACMI and president of Abney Mills.

return address was important proof that the big textile industry with all its giant machines, mammoth buildings and thousands of workers, still was interested in a little girl on a small farm in Pennsylvania. Her request for materials to prepare an exhibit for her school had been answered promptly by the American Cotton Manufacturers Institute (ACMI).

This rather insignificant event in Pennsylvania truly is an example of one of the lesser functions of ACMI and yet it dramatizes the stress that the cotton textile industry's central trade association places on strict adherence to even the smallest detail.

For ACMI the routine of daily operation includes details both small and large—all the way from filling an information request of a school girl to providing vital facts for a congressional committee on contemplated legislation.

Actually ACMI operates under a broad five-point program designed to include all areas where the textile industry acting collectively might better itself, its country and its employees. Following are the five points:

1. To engage in such activities as may promote the advancement and best interests of the cotton textile industry in all of its phases and safeguard the industry and its employees;

2. To carry on or to assist in carrying on research, investigations and experiments in connection with the manufacture and marketing of cotton products and in connection with every phase of the cotton industry; to com-

pile data and information as to the results of such research, investigations and experiments; to gather facts, statistics and information with reference to all phases of the cotton industry; to disseminate information with reference to all phases of the cotton industry and any matters relating thereto in such manner as the Board of Directors may from time to time determine;

3. To cooperate with such private or governmental bodies, corporations, associations, institutions, societies or agencies as are now or may hereafter be engaged in whole or in part directly or indirectly in promoting the advancement of and the best interests of the cotton industry and its employees;

4. To engage in any activity and do any of the things which non-stock and non-profit corporations now or here-



L. G. Hardman, Jr., ACMI first vice president and head of Harmony Grove Mills.

after created under the general corporation laws of the state of North Carolina may or can engage in, or do, and to do any and all things necessary in connection therewith;

5. To cooperate with the officials of the federal government in the mobilization of the cotton industry in the event of national emergencies.

ACMI speaks proudly of the fact that it is controlled and run by textile mill owners. As one mill official stated, "ACMI does what we want it to do because we determine the direction it shall go. That's the way it is and that's the way it should be. Whether we are just cutting our teeth as textile executives or whether we remember the first long-draft spinning, we depend upon ACMI—our organization—to

keep national and international matters on something of an even keel."

The American Cotton Manufacturers Institute, Inc., was inaugurated on October 1, 1949. Prior to that time, Southern mills had been represented by the American Cotton Manufacturers Association. Mills in New England and some Southern mills had been represented by the Cotton-Textile Institute. Following the merger of these two associations the industry found itself possibly for the first time in a position to make a unified approach to many questions.

ACMI represents spinning, weaving, bleaching, finishing and allied plants. It is interesting to note that within its membership are mills both small and large. Some 18,000,000 spindles are represented by ACMI—a vast majority of all the spindles in the United States.

One mill man stated frankly that he thought no single textile mill acting in its own behalf could obtain the benefits or savings that accrue to a group of mills working together on common objectives.

The ACMI Board of Directors is comprised of some sixty textile executives. Its various committees include approximately 165 men. These men represent both large and small textile mill operations from all textile-producing sections of the United States.

Membership in ACMI includes two classes—active and associate. Active memberships are made up of textile operations falling into these categories: yarn and thread mills, weaving mills, dyeing, bleaching, printing,



F. S. Love, secretary-treasurer of the institute.

throwing, finishing, mercerizing and braiding plants.

Associate membership includes individuals who represent machinery and supply houses, cotton shippers, commission houses, banks, laboratories, exchanges and engineering firms as well as any other individual whose business or profession is closely allied with the textile industry. Active members have full voting rights while associate members have no voting rights or representation on the Board of Directors.

The president, first and second vice presidents are elected annually from the mill executives who are members of ACMI. Also elected each year are two paid staff members, the executive vice president and the secretary-treasurer.

Members are elected to serve on the Board of Directors on a staggered term basis.

#### Active Committees

The American Cotton Manufacturers Institute, Inc., has several active committees made up of members from throughout the textile area. Each of these committees is served by a secretary from the paid staff. The ACMI committees meet at various times during the year on call of the chairman and actively undertake work on industry problems under their specific responsibility.

Work by ACMI's committees generally has proven of considerable benefit to the entire industry because most members are considered experts in the areas covered by their committees. For example, the Research and Technical Service Committee has on its membership many active research specialists and the Public Relations Committee is made up of several mill

executives who have had considerable practical experience in this particular field.

Public relations is probably the newest major activity of ACMI. Operating directly under the supervision of the Public Relations Committee is a staff of six charged specifically with the responsibility of developing for the textile industry a workable public relations program. The staff further is given the duty of carrying out this program at all levels of communication.

#### New Program

The ACMI Board of Directors on May 1, 1956 voted to take over the operation of the public relations program from a private firm previously paid to handle this operation.

While the public relations program is new it nevertheless is beginning to function in many fields. The director of public relations, his associate and one assistant work from ACMI central offices in Charlotte. One public relations staff member is assigned to the Washington office—he also is an associate director in the staff organization. Field men, to work directly with the member mills and with newspapers, radio, television and other media and groups are stationed in Atlanta, Georgia, and Columbia, South Carolina. A field man for North Carolina will be added and a part-time field man already is at work in Alabama. The public relations staff handles a series of activities designed to help tell the textile story to Americans everywhere. Their duties include the preparation and distribution of special articles, news releases, pamphlets and pictures. Considerable time also is devoted by the public relations staff to the preparation of speeches, radio and

television programs, special community programs and similar activities.

One of the more important phases of the ACMI operation is the program carried on by its Washington officers. Here, the executive vice president maintains his offices along with several assistants who are charged directly with the responsibility of providing information and assistance to any and all branches of the Federal Government requesting such help. Also in the Washington office are two economists working directly under the executive vice president. They compile various data of interest and direct benefit to the industry and to the government. This data is generally distributed to ACMI members through various Institute publications and through periodicals issued by the organization's Statistical Division at Charlotte.

One ACMI official noted that in recent years, the majority of textile mills have developed a keen interest in statistical data concerning textiles and particularly such data as may bear directly upon their own yarns and constructions.

#### Data Collecting

Item: Regularly the ACMI Statistical Division collects and disseminates data not only on yarn and fabrics, but also on exports and imports, wholesale and retail trade, employment, competitive industries, etc.

As mentioned previously also in the framework of the Washington office is an associate director of public relations.

Legislation and assistance to Congress and to other branches of the Federal Government obviously are major functions of the Washington set-up. One mill executive stated that it actually is a full-time job keeping



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up with the various functions of our vast government.

ACMI members are kept informed on happenings throughout the industry, the government and other important areas through various bulletin services. These publications are distributed regularly to all members. A definite part of this information service is the handling of individual inquiries from member mills on a prompt and accurate basis. One official said that "some of us have felt the distribution and summarization of government edicts has alone been worth more than the cost of our dues".

Recognition of the importance of research and technical advances within the textile industry not only is demonstrated in the earlier-mentioned activities of the Research and Technical Service Committee but in other ACMI activities. For example, at Clemson College in South Carolina, the Institute maintains a fiber-testing laboratory where mill employees may be sent for a course in the operation of such machines as the Micronaire and the Fibrograph. Here too mills may send samples for testing under controlled conditions.

### Work on Imports

The American Cotton Manufacturers Institute recently has been particularly active in the field of foreign imports. Some in the industry say this crisis may partially have been passed last January when an arrangement controlling imports was worked out between the governments of the United States and Japan. However, virtually all ACMI members agree that the arrangement is far from perfect and well could be improved upon. They also agree that it is not the long-term answer to the national problem of low foreign imports competition.

The role ACMI members and their staff has played in this vital fight for the protection of the American textile industry and American textile jobs against low-wage imports has been called tremendous by many observers. It has been pointed out that it was through ACMI that the grave danger of uncontrolled imports was brought before the American public. It further has been noted that the efforts of ACMI members helped lead to the present arrangement.

The position of the Institute has been that the universal network of trade restrictions has done much to

strangle American exports and at the same time have led toward an intensified effort by other countries to invade the American market.

It generally is agreed that the American textile industry has been adversely affected also because the appearance of even small quantities of cloth at lower prices on the American textile market has a disturbing effect and sets up a chain reaction that depresses the entire market. This is one of the major reasons why the uncertainty of uncontrolled imports brought on conditions that held back the U. S. industry from proceeding with desired plans for research, expansion and promotion.

Many ACMI members feel the Institute's fight on the imports problem has been one of its most important projects to date.

Serving now as president of the American Cotton Manufacturers Institute is F. E. Grier, of Greenwood, S.C., president and treasurer of Abney Mills.

First vice president is L. G. Hardman, Jr., of Commerce, Ga., president of the Harmony Grove Mills. Under the present system within ACMI, Mr. Hardman will become president next April following the annual meeting at West Palm Beach, Fla.

Halbert M. Jones of Laurinburg, N.C., president and treasurer of Waverly Mills, is second vice president. Mr. Jones will be elevated to first vice president at the annual meeting.

Robert C. Jackson of Washington, D.C., is executive vice president. While Mr. Jackson maintains a full and busy schedule in Washington, he also devotes considerable time to working directly with member mills in the various states and with the many cotton groups throughout the country.

Serving as secretary and treasurer is F. S. Love of Charlotte. His duties frequently also carry him into the field for work with various mill and producer groups.

ACMI truly is an organization controlled and directed by textile mill men. Members of the Institute take great pride in their organization and generally work hard toward its suc-

cess. Today more than ever there seems to be an effort to make ACMI one of the very best trade associations in operation.

One thing seems apparent—if membership interest and participation spell success, then ACMI certainly is destined to achieve even greater success.

### Books and Reports

**Human Relations in the Industrial Southeast**, by Glenn Gilman. A story of the regeneration of the Piedmont Region after the War Between the States and Reconstruction—essentially a socio-psychological study of the emergence and growth of cotton textile mills within this geographical area. The University of North Carolina Press, Chapel Hill, N.C. 317 pp., \$5.

**American Business Directory**, by Harold Lazarus. A business vocabulary designed to meet the daily reference needs for all persons concerned with and engaged in any aspect with economics. Philosophical Library, Inc., 15 East 40th Street, New York 16, N.Y. 521 pp. \$10.

**Improving Human Relations**. A study by the National Association of Manufacturers' Industrial Relations Division, 2 East 48th Street, New York, 17, N.Y. 32 pp., 50 cents.

**Construction Surveying in America**. A pamphlet available from the Construction Surveyors Institute, 101 Park Avenue, New York 17, N. Y. 4 pp.

**List of Publications and Patents**. Southern Utilization Research Branch, Agricultural Research Service, United States Department of Agriculture, 1100 Robert E. Lee Boulevard, New Orleans, 19, La.

**How Much is Too Much?** A pamphlet on the Burden of Executive Reading, by Lydia Strong. American Management Association, 1515 Broadway, Times Square, New York 36, New York.

**What Every Shipper Should Know About Carrier Liability**, by Kenneth U. Flood. The Atlanta Economic Review, School of Business Administration, Georgia State College of Business Administration, 33 Gilmer St., S.E., Atlanta, Ga.

**The Cooling of Churches**, by David C. Briggs and W. R. Woolrich. The University of Texas, Bureau of Engineering Research, Austin 12, Texas. 41 pp.

**Deionization of Water for Ice Manufacture**, by W. A. Cunningham and W. C. Mills. Bureau of Business Research, University of Texas, Austin 12. 55 pp.

**The 1957 Business Outlook**, by Robert W. Patterson. Bureau of Business and Economic Research, University of South Carolina, Columbia, South Carolina.

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## Intensified SASI Program Promised In New Contract

ATLANTA. An intensified program of research and promotion designed to accelerate the South's industrial progress has been revealed here.

The Southern Association of Science and Industry—regarded as this region's foremost development body—today announced the signing of a three-year contract calling for extensive research studies of regional opportunities. The contract is with Conway Publications, a fast-growing firm specializing in area development reports.

In announcing the new program SASI President Frank J. Soday said "this insures that much-needed studies will move ahead on a definite schedule—we believe the work will result in data of substantial value in accelerating the economic and scientific progress of the South."

Dr. Soday is Vice President and Director of Research of Chemstrand Corporation, at Decatur, Alabama. He is regarded as one of the South's top spokesmen for future development.

The new pact was signed following a

session here of SASI officers including James F. Crist, Chairman of the Board of Trustees. Crist is Vice President of the Southern Company, parent firm of the Alabama, Georgia, Mississippi, and Gulf Power Companies.

Other SASI regional officers include Vice President Edwin Cox, of Virginia Carolina Chemical Company, Richmond; Vice President Les Taylor, of Mississippi Power and Light Company, Jackson; Secretary George D. Palmer, University of Alabama; and Treasurer Clayton D. McLendon, C&S National Bank, Atlanta.

The Conway organization, which enjoys a nationwide reputation in the field of area and industrial development, publishes *MANUFACTURERS RECORD*, the South's oldest business magazine; the annual *Blue Book of Southern Progress*; the *Southern Industrial Directory*; the national magazine *Industrial Development*, and an annual *Site Selection Handbook*.

Publisher Conway is a former Director of SASI and has been active in

Association affairs for the past eight years. Under the terms of the new contract, he will supervise studies to be conducted by the research staff of Conway Publications.

Among projects already approved are a New Plant Reporting Service undertaken at the request of the Southern Governors Conference, a series of surveys of growth industries in the south, and a regional conference on market research.

The arrangement provides for a sliding scale payment dependent on the volume of research conducted. It is estimated that the annual budget for the work will total approximately \$25,000 per year on the basis of present plans.

In recent years, the Conway organization has conducted area and industrial development studies throughout the nation for various regions, states, and metropolitan areas. Included among areas covered have been the Pacific Northwest, New England, Minnesota, California, North Carolina, and Florida.

Headquarters for SASI during the period of the contract will be maintained at Conway Publications offices, North Atlanta 19, Georgia.

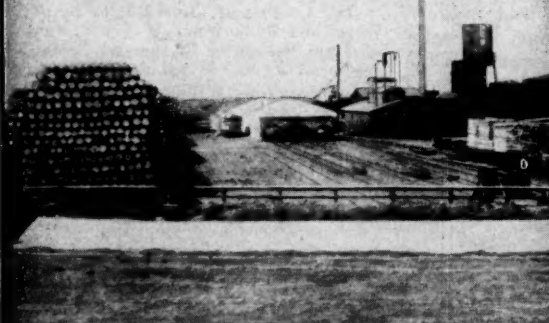
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**MR wants to know about your plant—  
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Manufacturers Record last month asked its readers: "Is your plant in the South the largest of its kind in the nation or in the world?"

Replies began coming in immediately, from various sources in each of the Southern states, giving nominations for the "biggest plant" category.

From these listings the editorial staff of the Record has selected several plants in each state as being largest, from the standpoint of employment, in the individual states. These are listed below.

When you read this compilation, perhaps you will have other nominations or will want to take issue with some of the selections. If so, we want to hear from you.

Following, by states, are the selections taken from the nominations already received, giving the plant name and location, and approximate total employment:

## ALABAMA

Avondale Mills, Sylacauga, approx. 6,000.  
Hayes Aircraft Corp., Birmingham, approx. 7,750-9,000.

Republic Steel Corp., Birmingham and Gadsden, approx. 6,150.

Tennessee Coal & Iron Div., U.S. Steel Corp., Fairfield, approx. 25,000.

## ARKANSAS

The Crossett Co., Crossett, chemical recovery, 2,081.

International Paper Co., Camden, 2,156.

National Fireworks Ordnance Co., Camden, 1,373.

Reynolds Metal Co., Hurricane Creek, Jones Mill, Arkadelphia, 2,878.

## FLORIDA

The Chemstrand Corp., Pensacola, nylon yarn, 4,000.

Hudson Pulp and Paper Co., Palatka, 1,500.

International Minerals & Chemical Corp., Bartow, phosphate, triplesuper-phosphate, uranium, 1,375.

Merrill-Stevens Dry Dock & Repair Co., Jacksonville, 1,225-1,800.

Jno. H. Swisher & Son, Inc., Jacksonville, 2,300.

## GEORGIA

Atlantic Steel Co., Atlanta, 2,000.

General Electric Transformer, Rome, 2,000.

Lockheed Aircraft Corp., Marietta, 19,000.

Union Bag Paper Corp., Savannah, 5,100.

## KENTUCKY

American Radiator & Standard Sanitary Corp., Louisville, plumbing fixtures and supplies, 5,390.

Armco Steel Corp., Ashland, steel sheets, 3,430.

Ashland Oil & Refining Co., Ashland, refined petroleum products, 4,130.

General Electric Co., Louisville, major electrical appliances, 7,500.

General Electric Co., Owensboro Tube Plant, Owensboro, electronic tubes, 4,585.

Reynolds Metals Co., Louisville, aluminum products, 3,952.

## LOUISIANA

Esso Standard Oil Co., Baton Rouge, 7,100.

Ethyl Corp., Baton Rouge, 4,000.

Gaylord Container Corp., Div. of Crown Zellerbach Corp., Bogalusa, 3,492.

International Paper Co., Bastrop, 2,800.

## MARYLAND

Bendix Radio Division, Towson, electronics, 5,500.

Bethlehem Steel Co., Baltimore, iron, steel ingots, approx. 30,000.

Fairchild Aircraft, 9,000.

Glen L. Martin, Baltimore, air frames, 20,100.

## MISSISSIPPI

Ingalls Ship Building Corp., Pascagoula, 5,000.

Masonite Corp., Laurel, wallboard, 3,500.

Mississippi Products, Inc., Jackson, furniture and cabinets, 2,000.

## OKLAHOMA

Douglas Aircraft Co., Tulsa, 13,500.

B. F. Goodrich Co., Miami, 1,800.

Halliburton Oil Well Cementing Co., Duncan, 2,976.

Wilson Packing Co., Oklahoma City, 1,950.

## NORTH CAROLINA

American Tobacco Co., Durham, 9,500.

Cannon Mills, Kannapolis, 10,500.

Champion Fibre Co., Canton, 7,500.

R. J. Reynolds Tobacco Co., Winston-Salem, 10,500.

Western Electric Co., Winston-Salem, 8,000.

## SOUTH CAROLINA

No nominations received.

## TENNESSEE

Tennessee Eastman Co., Kingsport, approx. 7,500.

Aluminum Company of America, Alcoa, approx. 8,000.

Oak Ridge Atomic Center, Oak Ridge, approx. 22,000.

## TEXAS

Chance Vought Aircraft, Inc., Dallas, 15,000.

Convair Division of General Dynamics Corp., Fort Worth, aircraft, 25,000.

Humble Oil and Refining Co., Baytown, 6,500.

## VIRGINIA

Dan River Mills, Inc., Danville, fabrics, 11,000.

Martinsville synthetic fiber plant of E. I. du Pont de Nemours & Co., Inc., Martinsville, 3,000.

Newport News Shipbuilding and Drydock Co., Newport News, 14,000.

Pocahontas Fuel Co., Inc., Pocahontas, 3,500.

## WEST VIRGINIA

Carbide and Carbon Chemicals Co., Div. of Union Carbide and Carbon Corp., South Charleston, 6,834.

Weirton Steel Division of National Steel Corp., Weirton, 12,423.

Wheeling Steel Corp., Wheeling, 4,387.

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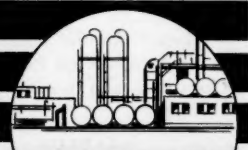
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**Colonel  
M. R.  
Says**

### How To

A young, newly-married receptionist in an Atlanta office had just received her new group hospitalization insurance policy. Without having read the document, she turned to a fellow worker and inquired, "Can I have a baby with this new policy?" The reply she received was, "That ain't the way you go about it."

### Ocean Waves

A couple and their four-year old daughter were visiting at Daytona Beach and enjoying the surf very much. One day a stranger stopped the little girl as she played by the water and asked, "Do you like the ocean?" The child looked up thoughtfully and said, "Yes, except when it flushes."

### Explosive

A young Southern executive, who obviously had his troubles, was heard to remark the other day, "If you don't think women are explosive, just try to drop one."

### Up in Smoke

Two North Carolina tobacco farmers were discussing the rash of new cigarettes appearing on the market. One observed: "Well, we got Winstons, then Salems, so I guess the next brand will be Hyphens."

### Second Best

The Texas oilman who consistently enjoyed his millions to the utmost finally reached the point where he could hardly drag his feet and decided to consult his physician. The doctor advised: "The best thing for you to do is to give up drinking and smoking, get up early every morning and get to bed early every night." After thinking that over for a moment, the patient said: "Somehow, doctor, I feel I don't deserve the best. What's second best?"

### Laugh

An Atlanta business man took his small daughter to the zoo, and after they had viewed the lions, tigers, monkeys, etc., they arrived at the cage of the laughing hyenas. While one of the critters paced morosely up and down behind the bars, the father explained to the child all about the animal. She looked at the glum-appearing hyena, then back at her father. "Say something funny," she told him.

# ★ THE SOUTH'S HONOR ROLL ★

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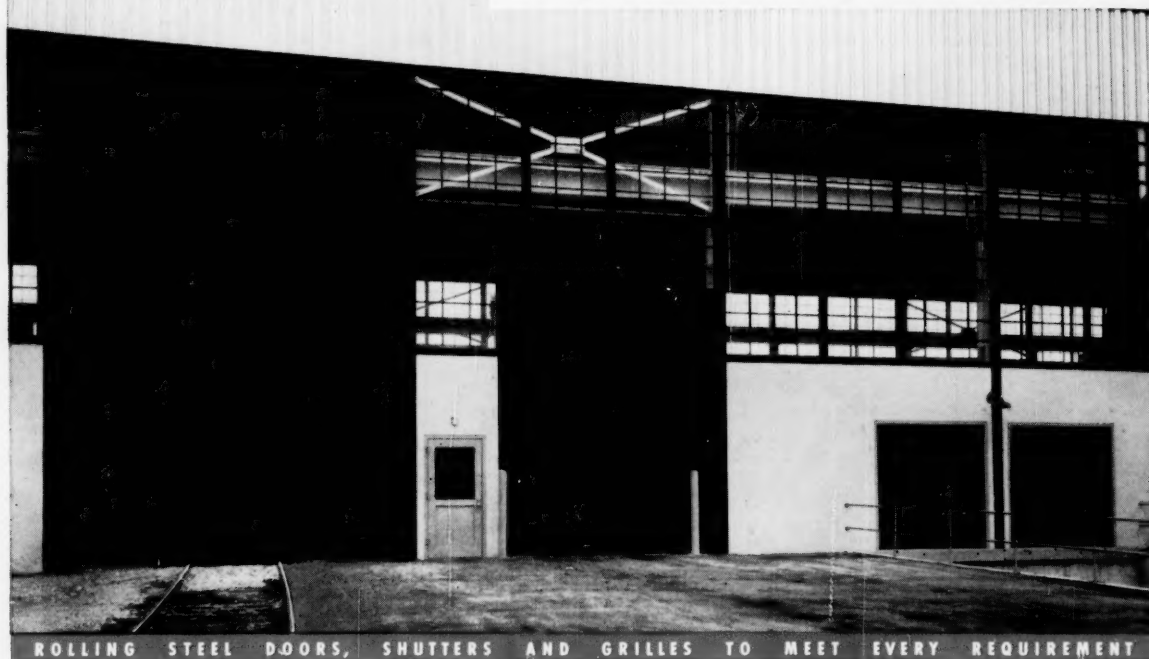


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